

5

# The American Perfumer

and Essential Oil Review

14 CLIFF ST., NEW YORK

PERFUMER  
PUBLISHING  
COMPANY

LIBRARY  
BUREAU OF CHEMISTRY  
RECEIVED  
★ JUL 25 1923 ★  
U. S. DEPARTMENT OF AGRICULTURE

C

JULY  
NINETEEN  
TWENTY-THREE



American Can Company  
NEW YORK



# OTTO OF ROSE D'OR

A rigorous appraisement of Otto of Rose may avail itself perhaps of the coadjuvancy of chemical and physical mensuration yet the determining factor must ever be the cogently practical resultant as exemplified in the completed perfume.

**OTTO OF ROSE D'OR** triumphantly meets the closest scrutiny whether it be that of scientific analysis, of odor test or of ultimate accomplishment. For many years the name has stood consistently for the finest Otto of Rose producible. It is a guarantee not merely of a good Otto of Rose but of the best.

M. NAEF & CO., Geneva

## POIS DE SENTEUR

## The latest Naef contribution to the perfumer's resources and of unusual interest in connection with odors of the floral and lighter bouquet types.

## LORENA

## Synthetic Nerol of a purity hitherto unattained and a most valuable ingredient in Neroli, Rose and Jasmin compositions.

## SYLVESTRAL

**Possessing a refreshing, piquant odor tone, reminiscent of the delightfully balsamic perfume of the forest.**

# UNGERER & CO., New York

# The American Perfumer

## and Essential Oil Review

Registered in U. S. Patent Office.

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.  
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

TWO DOLLARS A YEAR.  
TWENTY-FIVE CENTS A COPY.

NEW YORK, JULY, 1923

Vol. XVIII, No. 5

### THE AMERICAN PERFUMER

and ESSENTIAL OIL REVIEW

Published Monthly

PERFUMER PUBLISHING COMPANY

14 Cliff Street

LOUIS SPENCER LEVY, President and Treasurer } 14 Cliff St.  
EDWARD W. DREW, Secretary - - - - - } New York

#### TERMS OF SUBSCRIPTION

The United States and Possessions - - - - -	\$2.00 a Year
Canada, Cuba and Mexico - - - - -	2.50 " "
Foreign (Countries in the Postal Union) - - - - -	3.00 " "

TELEPHONE NUMBER: BEEKMAN 0791

#### CONTRIBUTING EDITORS

DR. CLEMENS KLEBER, Clifton, N. J.  
Raw Materials.

PROF. CURT P. WIMMER, Columbia University, N. Y.  
Toilet Preparations.

DR. EDGAR G. THOMSEN, Winona, Minn.  
A. C. LANSING (Associate), Hoboken, N. J.  
Soaps.

DR. R. O. BROOKS, New York.  
Flavoring Extracts.

RICHARD B. FRANKEN, New York University.  
Packages.

HOWARD S. NEIMAN, New York.  
Patents, Trade-Marks and Copyrights.

### CONTENTS

Copyright, 1923, by Perfumer Publishing Company

EDITORIAL	Page
12,000 New Laws Hit Business; Imports from Germany.....	216
Business Healthy, Declares National Credit Committee.....	216
Hoover on Trade Bodies; Bad for Bad Check Writers.....	217
Masking Uncleanliness; Phone Orders are Held Binding.....	218
Flavoring Extract Manufacturers' Association Convention.....	219
Factors Influencing the Color of Vanilla Extract.....	231
Babson and Barnes Predict Better Business Conditions.....	232
Tariff Hearings Begin; High Chemistry Posts Filled.....	233
New Alcohol Regulations Being Carefully Revised.....	235
Selling Toilet Articles by Mail; Leroy Fairman.....	237
Naudin, the Originator of Liquid Concretes; by Dr. Blanc.....	239
July Report on Grasse Floral Products.....	240
Solubility of Volatile Oils in Aqueous Media; S. Mendelsohn.....	241
America's Lead Grows in New Talc Industry Survey.....	242
Important Decisions on Trade Marks and Names.....	243
Associations, Societies and Clubs.....	244
TRADE NOTES.....	245
Patents and Trade Marks.....	257
Pure Food and Drug Notes.....	261
Foreign Correspondence and Market Report.....	262
<b>SOAP INDUSTRY SECTION:</b>	
Making the Soap Section Better; New Trade Statistics.....	265
Situation in Cottonseed Oil Reviewed.....	265
Naphthenic Acids and Soaps; Notes by Rob. Jungkunz.....	267
Appraiser's Decisions on Toilet Soaps.....	269
Market Reports on Soap Materials.....	270

#### VALUABLE POINTS FOR ALL INDUSTRIES IN FLAVORING EXTRACT ASS'N REPORT

More than ever before the fourteenth annual convention of the Flavoring Extracts Manufacturers' Association, which is fully reported in this issue, has contributed important information not only to its own industry, but to practically all of the varied industries in which our readers are interested. The report practically is a timely survey of developments in trade practices, in the widening fight for lawful rights by legitimate users of alcohol and in the revolt against the growing tendency of legislators toward fanaticism in imposing restrictions, taxes and other handicaps upon the legitimate business of the Nation. Mr. R. H. Bond, chairman of the Legislative Committee, in his report points out the menaces to all business in the present trend and covers the whole field in clear and vigorous language.

All users of industrial alcohol naturally will read carefully the address of Dr. Doran, representing the Prohibition Unit at Washington, for his observations apply to them as well as to the flavoring extract contingent.

Likewise the chapter on "Simplification of Packages," in which Mr. Foote "carried a message from Hoover," is of general interest, for Secretary Hoover is reversing the old Government policy of annoying and harassing business, and is literally offering the good offices of his Commerce Department to assist business in helping itself to eliminate wasteful conditions. On this and similar subjects the F. E. M. A. took positive action. Mr. Herscher, president of the wholesale grocers, had something to say about trade conditions which led to a determination to improve packaging methods. Mr. Herscher sounded a new note of especial interest to cosmeticians and perfumers, many of whom are entirely unconverted to the simplification idea, that "initiative and individualism need not be lost through simplification and uniformity in methods of packing and marking goods." As a matter of fact the sentiment has been prevalent in the toiletry trades that Mr. Hoover's governmental olive branch, if taken at its worth, would mean the destruction of the individuality of containers of perfumeries and toilet preparations, ending artistic endeavor and generally reverting back to century old common-place methods of distribution. It would seem that this idea

is all wrong! Anyway, Mr. Hoover usually is right!

There were many other features of general interest in the F. E. M. A. convention that are summarized in our report. One that will interest other associations, including the American Manufacturers of Toilet Articles, is the work of the F. E. M. A. Vigilance Committee, which is considering the case of a firm that is suspected of violating customary trade practices. This is the first complaint of the kind within its own ranks with which the F. E. M. A. has had to deal, but it is going ahead with its usual vigor and determination to straighten out the tangle. One result of the situation is the appointment of a Committee on Code of Ethics. The members will be expected to sign an acknowledgement of the code, with a provision that a violation will automatically deprive them of the benefits of their membership, not exactly a resignation, but a retirement in bad odor.

Of interest generally also is the fact the Government, as well as the Association, after long and futile attempts to find a solvent other than alcohol for flavoring extracts have reached the conclusion that alcohol is the only vehicle that can be used successfully for this purpose in the production of marketable commercial extracts that will meet with the approval of the public. Experiments are being made to diminish the volume of alcohol used, but the Government, awakening to the needs of industry, seems now less concerned about the percentage than at any time since Volsteadism threw its vicious veil of trouble over the industries.

Only a few notable points of the convention are here mentioned. There are others of lesser interest. But on the whole there has not been an association meeting in a long time when so much of interest to members of other associations has been produced in the proceedings. The fourteenth F. E. M. A. convention certainly can go into history as its best and most generally useful gathering.

#### 12,000 NEW LAWS HIT BUSINESS

A survey of State legislation throughout the country, especially as it affects industry, has just been completed by the National Industrial Council, of which John E. Edgerton is President. According to the report, approximately 12,000 new laws were enacted by the forty-three states whose legislatures held sessions this year. The number of bills introduced throughout the country was between 50,000 and 60,000.

"Seldom before in the history of American industry has the volume of anti-industrial legislation in the various states been so great as this year; nor have the ranges of radicalism and the degrees of viciousness in legislative proposals been so wide," said Michael J. Hickey, Assistant Secretary of the Council, who prepared the summary. "In this mass of proposed legislation several thousand measures were designed to affect corporate or private business, in one way or another. These proposals embraced every conceivable and many inconceivable theories of our elected lawmakers, including panaceas and doctrines of their parties or their own formulation; remedies of economists or politicians for experimental purposes; restrictions or regulations, inspired largely by those who consciously, or otherwise, seek to destroy the effectiveness of our present order of industry or society."

#### BUSINESS NOW HEALTHY, DECLARES NATIONAL CREDIT COMMITTEE

The administrative committee of the National Association of Credit Men finds not the slightest evidence of inflation or strain in credits at the present time. According to a declaration of the committee made public July 16 by the national secretary-treasurer, J. H. Tregoe, the credit men consider that there is nothing in the present situation to cause business to be either depressed or elated. Confidence in the future is the note struck by this committee, which controls the National Association of Credit Men.

"Serious problems still exist," says the declaration, "and this fact should prevent us from falling into states of mind that neither help to solve the problems nor clear the way for future progress. The tendencies to overtrain prevailing so recently during our period of recuperation, which if persevered in would have brought us to a point of production and prices from which only an expensive reaction could have been anticipated, are checked. The slowing down in some directions of production and distribution may have caused a pessimistic state of mind, yet such a process was needed for the good health of business."

"We should bear in mind," the statement continues, "that our industries have come forward more rapidly than the industries of other nations, that large scale unemployment has disappeared, that wage advances on the whole have kept a little in advance of the increase in living costs. Our people are enjoying even reasonable luxuries. We must not be over-elated or unduly depressed in a situation that is taxing the best skill of the world. We should not expect that expansion of production and distribution which would be natural in an entirely normal period."

"In credits there is not the least evidence of strain or inflation. A carefulness in production and wholesale buying is discoverable and must be regarded as a good symptom. Retail buying has not appreciably diminished. On the whole there cannot be large stocks of merchandise nor any tendency to inflation in commodities."

#### IMPORTS FROM GERMANY INCREASE

American trade with Germany is not so one sided as it was a year ago. Interesting and significant changes in our exports and imports with that country are revealed by the figures compiled by the Statistical Division of the Department of Commerce for the 11 months ending May 31, 1923.

Increased imports from Germany feature these returns. During these 11 months we exported to Germany \$274,000,000 worth of goods and received in return goods to the value of \$130,000,000. While our exports to Germany declined 17 per cent as compared with the same 11 months in the previous year, our imports increased by 50 per cent during the period in question.

The United States is exporting to Germany about twice as much in value as we receive in imports. A year ago we were exporting four times as much in value. Probably the depreciation of the German mark has had the effect of stimulating German exports, while the decline in German demand for American goods would seem to indicate a fall in Germany's purchasing power rather than a preference for other goods in the German market. Comparative figures all indicate that while our relations with Germany are becoming closer to normal, the total volume of American business with that country is much less important than in former years.

### HOOVER ON TRADE ASSOCIATIONS

Declaring that the trade association as a facility for the promotion and self-regulation of industry and commerce has become, by reason of its scope and activity, an important American business institution, with which the public, generally speaking, is little acquainted, Herbert Hoover, Secretary of Commerce, in the introduction to that department's new book entitled "Trade Association Activities," expressed the opinion that the constructive purposes of these organizations have unfortunately been confused with the minority of activities which have been used as a cloak for action against public interest.

"Just as a business house or an individual meets its obligations and carries on its daily relations within the community, so the trade association has a real individuality in the business fabric," according to Secretary Hoover. "All trade association activities are not good, just as all individual habits are not good until so proved by their reactions on the individual and the community. Perhaps the best way to guide activities into the most constructive and profitable channels is through thoroughgoing analysis and examination of those activities which seem on the surface to be constructive in their application and results."

Waste elimination, in a vast area of problems, can only be accomplished by collective action in a trade, he says. Hundreds of millions of dollars have been saved through the adoption of principles laid down in such programs, not alone to the business group concerned but to the ultimate consumer. They have brought about lower prices, through attacking directly the costs of raw material, inefficient plant operation, and unnecessary stock maintenance.

Credit and collection activities, trade disputes and ethics, insurance, public relations, traffic and transportation, commercial research, industrial research and government relations are among the other subjects discussed by Secretary Hoover in the introduction to the book, a volume of 368 pages, sold by the Superintendent of Documents, Government Printing Office, Washington, D. C., and by the field offices of the Department of Commerce at fifty cents a copy.

### BAD FOR THE "BAD CHECK" WRITERS

One of the laws passed by the New York State Legislature and approved by Governor Smith is Chapter 505, effective September 1, 1923, which amends Section 1292-a of the Penal Code by striking out the provision giving the maker of a bad check ten days within which to make good thereon, and providing that, in any prosecution under this section, "where such check, draft or order has been protested, the notice of protest thereof shall be admissible as proof of such presentation, non-payment and protest, and shall be presumptive evidence that there was a lack of funds in or with such bank or other depository." The amendment is very bad for trade "crooks" and will make honest persons more careful in trying to juggle with their bank balances in hope that some checks will not show up until more funds can be deposited.

No safe and sane business man will let his check go out of his possession unless he has the money in the bank to honor it. If he does otherwise and a miscue happens he is open to suspicion. There is more danger than that. Not so very long ago the holder of a merchant's check for \$250 on a big New York bank turned it in personally for cashing. The teller looked up the account, indicating that he had some doubt and took up the "No Funds" stamp, but

### OUR ADVERTISERS

CAPES-VISCOSE, Inc.,

Bottle Capping Material,

Factory: Delawanna, N. J.

147-153 Waverly Place, New York.

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,  
14 Cliff Street, New York, N. Y.

Gentlemen: We want to tell you how good you have been to us with the advertisement we have had in your publication. This may appear to you to be a broad statement and covering too much territory, but we can truthfully say that we have secured business from at least 90 per cent of the inquiries that have come to us through THE AMERICAN PERFUMER.

Within the last month, we have had inquiries from Mexico, Philippine Islands, Cuba, Canada, and many from the United States.

We are sure that you will be glad to know this and we毫不犹豫地 endorse your publication as the right medium for reaching the highest class trade throughout the world.

The subscribers to THE AMERICAN PERFUMER, we feel sure, never fail to read the advertisements. Some day when you are in this neighborhood, if you will drop in, we will be very glad to show you some of the inquiries that we are receiving each day.

CAPES-VISCOSE, Inc.,  
C. B. MILES.

suggested presenting the check again. He mentioned that the balance was only \$25 short. The check holder walked over to the receiving teller's window, deposited \$25 to the account, waited a few minutes and again presented the check. He got the \$250 and sometime later the writer of the check paid the \$25, confessing that he had made a big mistake, especially as a lot of small checks sent out in the same way had been returned marked "No Funds." The careless merchant's credit received several black marks and he had to seek a new bank of deposit, without reference from the old one. Then it was not a crime, but the new law makes the issuing of bad checks a penal offense without any days of grace.

In times of stress honest business men may face the temptation to draw ahead on bank balances. Some of them probably have tided over crises, but always at a big risk and few probably have wanted to do it. Those who have yielded and let it become a habit have been unfortunate. Under the now fairly well established custom of Trade Acceptances there is no longer any need for legitimate merchants and manufacturers in emergencies to seek the expedient that is made the subject of criminal action by the new law.

### NEW GOAL FOR OUR SCIENTISTS

Scientists have invented a method of photographing the brain of a living person without harming the person and this is a long step that will prove invaluable in the practice of medicine.

This step is just as important as the X-ray.

Now, if somebody will photograph the mental machinery of some of our politicians, before they are nominated, it will save us a lot of trouble and expense, says the *Silent Partner*, and business people generally will rejoice.

### "MASKING UNCLEANLINESS" IS CHARGE OF EDITOR AGAINST VERMONT LADIES

Burlington, Vermont, quiescent and somnolent ever since the American Revolution of 1776, has awakened to the fact that perfumes are as objectionable to at least one person as the tea taxes which King George then imposed and which temporarily stirred the little community. Burlington has a small sheet called the *News*, which prints this labeled "Editorial" of ungrammatical, or perhaps antique construction, containing more misinformation than usually a Vermont Rip van Winkle in the newspaper or any other game could get into the same number of words:

"French perfume makers report that business is fine, and that heavy sales (*sic*) in America. If you like mysteries, try to explain why women are using more perfume this year than last. Prosperity, they have the money to buy?" (*sic*) That's not the answer, for perfumery sales boomed in 1920, a year of hard times. *You'd find the solution in a small demand for soap, if this were 1722, instead of 1922. Perfumery was invented to mask uncleanliness.*"

The *italics* are ours. The editor of the *News*, dating back his personal knowledge 200 years, naturally could not have *italics*. They had not been "invented" then and his ignorance of them now is to be expected. But that is a mere matter of detail. Perfumery never was "invented" either. It has been one of the Divine Architect's gifts to all of the human races ever since the Garden of Eden dispensed the fragrance of its foliage and flowers. Scientists have never been able to improve upon Nature's odoriferous wonders, but skilled perfumers have been successful in making blends which have brought out and accentuated the delicate hidden charms of aroma that often may have been over-shadowed by more voluptuous redolence. Perfumery never was "invented." Discoveries have been and constantly are being made in researches into the mysteries of this branch of Nature's gifts to mankind and womanhood.

But the idea of using perfumes to "mask uncleanliness" is newer than the latest metropolitan creation in dainty odors. It must be a Burlington fad, if it exists at all. And what do the ladies of Vermont think of an editor who tells them they use perfumes to "mask uncleanliness"? In the good old New England days when the editor with the long memory was younger than he is now the women would have ridden him on a rail, or the men would have given him a seat in the "ducking stool" that used to be the fate of traducers of womankind in the erstwhile Puritan states. What are the ladies of Burlington and the rest of Vermont going to do about it? The remainder of the Nation awaits their answer with interest.

### COURT HOLDS PHONE ORDERS ARE BINDING

Business transacted by telephone, telegraph or the mails, is just as binding upon the individuals or firms involved as though they had stood face to face and signed contracts or written orders, according to a decision handed down June 5 by the District of Columbia Court of Appeals. This ruling applies even to cases in which the actual identity of the person sending a letter or a telegram or using the telephone could be established only with great difficulty by the person receiving the telegram, the telephone call or the letter.

To switch things around, the person at the sending end of the transaction has a right, according to the Court, to assume that the person receiving is actually the person desired

### BUSINESS IS BUSINESS.

BY BERTON BRADLEY

"Business is Business," but men are men,  
Loving and working, dreaming,  
Toiling with pencil, or spade, or pen,  
Rostering, planning, scheming.

"Business is Business," but he's a fool  
Whose business has grown to smother  
His faith in men and the Golden Rule,  
His love for a friend and brother.

"Business is Business," but life is life;  
Though we're all in the game to win it,  
Let's rest sometimes from the heat and strife,  
And try to be friends a minute.

Let's seek to be comrades now and then,  
And slip from our golden tether;  
"Business is Business," but men are men,  
And we're all good pals together.

to receive the call, the letter or the telegram, provided that the subject matter, or the desired action, is acted upon or brought about as a result of the call, telegram or letter. In other words, if Smith in New York City calls Jones in Washington on the telephone and talks to a person he believes to be Jones or is acting for Jones, and the result is that Jones or some one representing him does what Smith wants done, it is binding on all concerned; especially so, the Court holds, when a telephone conversation is followed by confirmatory letters or telegrams. Smith has a legal right to assume that he is actually talking to the Jones, the Court declared.

### A CREED THAT WORKS BOTH WAYS

I Believe that work is a blessing.

I Believe that the work I am doing is worth while.

I Believe that the interests of mankind are mutual, and that business is simply organized service.

I Believe that the only way life can be made happier and living cheaper is for everyone to do his full duty.

I Believe that incompetence, laziness, or greed in an employe is not only unfair to the employer but a sin against the whole body of society.

I Believe in myself and in my friends. I Believe in humanity in general, and that the good in the world far outweighs the bad.—*Harry A. Earnshaw, in Bottles.*

### Studying Anethol from a New Source

A new gum-resin of interesting possibilities has been investigated by the Imperial Institute of Science and Industry of Australia, says *Ungerer's Bulletin*. This product, called Gum Nauli, is obtained from a large tree growing abundantly in the Solomon Islands and is of a pale yellow color, smelling strongly of anise. Analysis shows it to consist mainly of resin, 81.8 per cent., but it also contains something over 10 per cent. of a volatile oil which shows approximately 34 per cent. of anethol. The oil is obtained by distilling the gum-resin with steam and anethol is readily obtained from it in the usual way. As a source for anethol this oil can hardly compete with Oil Anise at the prices prevailing for the latter, but the oil if sufficiently cheap might be of interest for soap perfuming and other purposes.

## FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION HOLDS ITS FOURTEENTH ANNUAL CONVENTION



FRANK L. BEGGS  
Treasurer



GORDON M. DAY  
President



R. H. BOND  
First Vice-President



W. W. LAUDENSLAGER  
Secretary



THOMAS J. HICKEY  
General Counsel



FRED S. ROGERS  
Second Vice-President



T. W. CARMAN  
Third Vice-President

### OFFICERS OF THE F. E. M. A. FOR 1923-4.

*President*—GORDON M. DAY, Milwaukee, Wis.  
*First Vice-President*—R. H. BOND, Baltimore, Md.  
*Second Vice-President*—F. S. ROGERS, Middletown, N. Y.  
*Third Vice-President*—T. W. CARMAN, Springfield, Mass.  
*Secretary*—W. W. LAUDENSLAGER, Philadelphia, Pa.  
*Treasurer*—F. L. BEGGS, Newark, O.  
*Executive Committee* (in addition to officers)—B. J. FISHBURN Roanoke, Va.; R. E. HEEKIN, Cincinnati, O.; F. S. MUCHMORE, Newark, N. J.; D. T. GUNNING, Chicago, Ill.

The fourteenth annual convention of the Flavoring Extract Manufacturers' Association of the United States was held June 27, 28 and 29 at the Sinton Hotel, Cincinnati. It proved to be better attended and more successful generally than its predecessors. A vast amount of constructive work was reported as having been done during the last association year and as a part reward all of the old officers, with the exception of one who could not continue to serve, were again chosen to pilot the industry through the seas of business and legislation. Various topics of pertinent and timely interest were discussed and acted upon. Features were the addresses of Government officials on alcohol and simplified packages.

The entertainment was appropriate, hospitable and enjoyable. The convention was opened by the president, Gordon M. Day, who appointed B. J. Fishburn, Mayor of Roanoke, Va., as sergeant-at-arms, with Messrs Wolfe and Zimmer to assist him in his duties. Then was introduced W. C. Culkins, vice-president of the Cincinnati Chamber of Commerce, who delivered a cordial address of welcome. The response was happily delivered by Frank L. Beggs, in the absence of Fred S. Rogers, who was unable to attend on account of injuries received in an explosion recently.

### Annual Report of President Day

Mr. Day then presented his annual report as follows: "Fellow Members of the Flavoring Extract Manufacturers' Association of the United States:

"It is a great privilege as well as a pleasure to greet you in the association's name to this convention and as it is customary for the president to make his annual report at this time, I am pleased to state that from the opinion gathered from those who are in close touch with the affairs of the association, that our association is in a most enviable position.

"A year ago at our convention it was the opinion of those present that the year past had been a year of decreased output as the merchants were endeavoring to cur-

tail their stock and reduce their inventory. This year it is my belief that we have passed through the crisis and that with the low stocks that have been prevalent for some time past we may look forward to a larger and better business for all concerned in our industry.

"Our membership is of a high type, which, due to the efforts of the membership committee and executive committee, has been held at an unusually high standard.

"Our membership committee has been busy through the past year and has succeeded in increasing our membership even though there have been several resignations.

"There have been five meetings of your Executive Committee since the last convention. The first meeting was held in St. Louis directly at the close of the convention. The second meeting was held in New York City in September. The third meeting was held in Washington, D. C., in January. The fourth meeting was held in New York City in May and the fifth meeting was held here in this hotel yesterday. Your Executive Committeemen have been diligent, aside from sickness, for attending all the meetings and have given me every support that could be asked for.

"Through the efforts of your Legislative Chairman, Mr. R. H. Bond; your Attorney and Executive Secretary, Mr. T. J. Hickey and numerous other chairmen of committees and members of committees, your association has attained a reputation among other industries for high ideals and better business practices which only those in close touch with the work of the different committees can fully realize. This has been demonstrated in many instances during the past year.

"In September a meeting was called by the Bureau of Chemistry at Washington, D. C., in regard to rules and regulations about to be issued relating to new rules pertaining to the National Food and Drugs Act. It was my pleasure to head a delegation consisting of Mr. R. H. Bond; Mr. Rogers, Mr. Muchmore, Mr. Laudenslager, Mr. Parsons and your attorney, Mr. T. J. Hickey, and we were given every possible opportunity and extended every courtesy by the department heads assembled at this meeting and our views and suggestions, as you may recall, were acted upon most favorably for our industry. This is one of many instances which show the respect with which suggestions from your association officers are being received.

"In January Secretary of Commerce Herbert Hoover called a meeting of the different allied food industries with reference to the simplification of packages. Your association was asked to appoint three of its members to attend this meeting and to act for the association. It is my belief that the plan suggested for the getting together of data for this work of simplifying containers was the plan proposed by your committee to the general committee.

"You were notified by Circular 143 to send in samples of the different glass containers you were using to your executive secretary, Mr. T. J. Hickey. These samples are continually being received by Mr. Hickey and I wish to again remind you that if your firm has not sent in these samples that you arrange to have this attended to immediately on your return home from the convention, so that this work may be consummated.

"Recently Internal Revenue Commissioner Blair appointed a committee of eleven men representing the alcohol-using trades to confer with himself and the Prohibition Unit at Washington, D. C., concerning any new regulations which were proposed to be offered concerning the execution of the Volstead Act. Your Legislative Chairman, Mr. R. H. Bond, was selected by Mr. Blair to act for our association on this committee.

"A year ago Mr. R. E. Heekin in his presidential report to the convention made a suggestion that if possible the association should have a paid secretary. Through the appointment of Mr. T. J. Hickey, your Attorney, as Executive Secretary, this has been accomplished. It is my belief the association has very much benefited by it and that this office should be continued.

"The chairman of your Legislative Committee has had one of the most active years in the association's history and has had wonderful success and is entitled to much praise for his work this past year. The work done by your Legislative Committee the past year on the new Bond Regulation, protesting the 25 per cent liquidated

damages clause, accomplished a wonderful victory for us, as it probably would have been the death of a great many of the smaller flavoring extract manufacturers if continued as originally proposed.

"You have received thirteen Bulletins the past year which have given you the necessary information which has come up relative to your industry and I trust that each and every member has given careful attention to same.

"There have been more than forty-two State legislatures in session, some of which are still convening, and over one thousand bills pertaining to your industry have been presented for passage by the different State legislatures. Your general counsel, Mr. Hickey, has had to give an opinion on all of these bills and your Legislative Chairman, Mr. Bond, has been called on to act either for or against them in your interests.

"Your Treasurer's report will show that even with the large amount of money expended for our activities we are still financially prosperous.

"I do not wish to burden you with a lengthy report, as the officers of your association and different committee chairmen will, I hope, have your attention, as their reports will contain in detail the work their committees performed for the good of the membership.

"I wish to take this opportunity to extend my most hearty thanks for the wonderful co-operation received by me during the past year from the committee chairmen and from the different committees and members of the organization, and can assure you that I hope my successor will receive the same co-operation that I have received."

The president's report was ordered printed.

Mr. Day then appointed the following committees:

On Resolutions: R. H. Bond, chairman; W. H. Hyde, D. T. Gunning, Clarence M. Mills, Thomas J. Hickey.

On Audit: J. P. Roosa, chairman; B. H. Harrison and H. L. Jenks.

On Nominations: W. M. McCormick, chairman; C. L. Newton and W. H. Hyde.

On Obituaries: G. C. Davis, chairman; B. J. Fishburn, and J. L. Klingensmith.

Robert E. Heekin, chairman of the convention committee, made a report outlining the entertainment features.

#### Reports of Secretaries, Treasurer and Attorney

W. W. Laudenslager, secretary of the association, was unable to be present and his report was read by Executive Secretary Hickey, whose work Mr. Laudenslager praised highly. Much of the ordinary detail had been taken care of by Mr. Hickey, whose trained services had proved extremely valuable to the association.

Frank L. Beggs, treasurer, submitted his report for the year. It went to the Audit Committee, which approved it.

Thomas J. Hickey, executive secretary and attorney for the association, reported the receipt of 1,701 letters from members, to which he made 1,636 replies during the year. Most of these letters called for opinions on close and complicated questions which required before answer a full investigation of the laws, regulations and court decisions. This does not include the general correspondence, which was fully as heavy, nor the special correspondence carried on by Mr. Bond and others in reference to legislative matters. Nor does it include the detailed work in the routine of the duties of an organization's secretary. Mr. Hickey also received 1,110 bills and rendered opinions on 1,563 legislative bills, drafted bulletins and did various other things of moment. Besides this he handled food law cases for several of the members in the Federal courts. All of which made a very busy year for the executive secretary and attorney.

Some of the chief features of Mr. Hickey's report:

*Washington Food Hearing:* \* \* \* "I met with a committee at Washington on October 4 and we presented our contentions before the Bureau. One notable result of this hearing was the admission which we secured from the Bureau to the effect that Federal food inspectors have no authority to force their way into food establishments. This was the first time in my experience that the bureau had ever admitted that its inspectors had no right to enter food

establishments where products were manufactured for interstate shipment.

Another contention which we presented to the bureau at this time was to the effect that the law does not require the ingredients to be stated upon the labels of imitation flavoring extracts. The new rules and regulations provide that in addition to the word 'imitation' the label must show the principal or essential ingredients contained in the product. The bureau was not inclined to agree with our contention in this respect. However, we obtained leave to file a written brief, which I prepared and filed on this question. The bureau took our brief under advisement.

"On October 24 I appeared again before the Bureau of Chemistry at Washington in regard to the labeling of soft drink flavors. On this occasion I endeavored to get the bureau to allow artificial flavors to be labeled, for example, 'Strawberry, Artificially Colored and Flavored.' The bureau takes the position that such preparations must be labeled 'Imitation.'

"Some of our members are interested in this proposition. The bureau has not yet come to a decision upon that point.

"*Alabama Corporation Matter:* Last fall serious agitation arose in the State of Alabama relative to outside corpora-

"*Arkansas Prohibition Decision:* In December, 1922, the Supreme Court of Arkansas rendered an opinion in a case where a druggist had been selling large quantities of extracts of ginger and other alcoholic preparations, under circumstances which tended to show that same were being used for beverage purposes. In the course of this opinion the Arkansas Supreme Court took occasion to construe the Arkansas Prohibition Law in such a way as to practically hold that any preparation containing alcohol cannot be sold in that state. I immediately sent for a complete copy of the opinion and got out a bulletin to the members. I think this Arkansas decision must be read in the light of the facts involved in the particular case and, while some very damaging statements are made by the Court in construing the law, I do not think that these general observations would apply to a case where flavoring extracts or household drugs were sold strictly for legitimate purposes. However, in order to miss no opportunity of trying to get the situation straightened out, I drew a bill for the amendment of the Arkansas law, so as to permit the sale of flavoring extracts and drugs under the restrictions laid down in the National Prohibition Law. I sent this draft of bill to Mr. Bond and he made strenuous efforts to have it enacted, but the bill failed.



R. E. HEEKIN  
Executive Committee



D. T. GUNNING  
Executive Committee



B. J. FISHBURN  
Executive Committee



F. S. MUCHMORE  
Executive Committee

tions doing business in that State without a state permit. The Alabama officials set out to impose heavy penalties upon all outside corporations doing business in Alabama without a permit. Mr. Bond looked into the matter very carefully, and we reached the conclusion that it was the best policy to send out a warning to all of our members, which we did in the form of a regular association bulletin. I want to say in this connection that the part of this bulletin which explains when and under what circumstances a corporation can be said to be doing business in Alabama, was prepared by Mr. Bond, and, in my opinion, is a very accurate and concise statement of this very difficult and intricate proposition. It was necessary for me to spend a couple of days looking up the statutory law of Alabama in order to find out just what steps were necessary to secure a state permit, and the fees attached thereto. The law of Alabama on this point is very much confused. Finally, by piecing together certain provisions found in the state constitution, and certain fugitive provisions found in various old state laws I was able to figure out what had to be done and the various fees to be paid. I incorporated this finding in the bulletin and I understand that the Alabama State authorities have adopted the interpretation of the law as set forth in our bulletin. Most of the other states have foreign corporation laws much the same as the Alabama law, and the question arises whether we should advise our members who are doing business in these various states to take out state permits. I am inclined to think that this would not be a wise course, because it would have the effect of agitating the question in all the states, whereas if we let the matter rest these various state laws may never be enforced in other states.

"*Missouri Prohibition Decision:* In January, 1923, the Supreme Court of Missouri rendered an opinion on the prohibition law of that state. This Missouri opinion also contains various holdings which are more or less restrictive of the sale of alcoholic preparations, but as I construe the Missouri case it does not prohibit the sale of flavoring extracts or drugs so long as these preparations are not sold for beverage purposes.

"*Bulk Sales Laws:* It has been brought to my attention that most of the bulk sales laws in the various states were not so worded as to protect those who sold raw materials. Some of our members sell raw materials and are, therefore, interested in having these bulk sales laws so drawn as to protect the seller of raw materials. After giving this matter due consideration, I drafted an amendment to the bulk sales law of Georgia and succeeded in having this amendment introduced, but it failed to pass. However, the chances are that we may be able to get the amendment through at the next session. I have been able to interest various Credit Men's Associations over the country in the proposition of trying to bring about a general movement to amend these bulk sales laws in all of the States.

"*Illinois Pharmacy Matter:* In December, 1922, Mr. V. C. Michels, superintendent of the Illinois Food Department of Registration and Education, which has charge of the enforcement of the Illinois Pharmacy Law, sent out letters in which he took the position that general merchants could not sell ordinary package medicines or drugs, except a few specific items, which he enumerated. This correspondence came to the hands of Mr. Bond and he referred it to me for attention. I looked up the Illinois Statutes on Pharmacy, also

the decisions of the Supreme Court of Illinois and I reached the conclusion that Mr. Michels was wrong in his contentions because of certain decisions which have been rendered by the Illinois Supreme Court. Accordingly I took the matter up with Mr. Michels and referred him to the decisions in question and I received from him under date of January 5 a letter in which he said that he was reviewing the whole matter with his attorney and would communicate with me further. I have heard nothing further from him to date. I think it was somewhat of a surprise to Mr. Michels to learn that the Illinois Supreme Court had held contrary to some of his contentions and I would not be surprised if I heard nothing further from him.

**Alcohol Bonds:** The most notable thing that has happened since our last convention is the victory won by our association in the matter of the 25 per cent liquidation damages provision in the alcohol permit bonds. Mr. Bond carried this fight valiantly from first to last in the face of overwhelming difficulties and the greatest credit is due him for the successful outcome of his efforts. I co-operated with him to the best of my ability during the whole course of the controversy, and threw the weight of other associations to his support in the matter of propaganda brought to bear upon the officials and senators and representatives at Washington. I will say no more about this particular question, as I think it is a matter that should be enlarged upon by Mr. Bond rather than by myself.

**Coal Tar Colors:** In August, 1922, I received information from confidential sources that the Food Commission of North Dakota was in favor of allowing the use of coal tar color under proper restrictions. This information which came to me was of such a character that I did not wish to directly approach the Commissioner and ask him to support a bill to amend the law. I got in touch with several interests who were in favor of amending the North Dakota law so as to allow the use of coal tar color. I am pleased to say that at the last session of the North Dakota Legislature a bill was passed amending the law so as to remove the prohibition against the use of coal tar colors and allowing the use of such colors as may be sanctioned by the Food Commissioner. While this new law is not all that we could desire, still I believe it is a step in the right direction. I have reason to believe that the Food Commissioner will allow the use of coal tar color in many food products, although I have not applied to him for an official expression upon this subject. I am inclined to leave the matter rest for a while, so that the Commissioner will have a chance to adjust himself to the new conditions which will have a tendency to liberalize his views. If we should apply directly to him for a positive ruling, he may lay down certain restrictions and limitations which would deprive our members of the benefit of the new law.

I also made an effort to secure an amendment to the Minnesota law so as to permit the use of coal tar colors in that State. I prepared an amendment and tried hard to get it introduced. However, in this effort we found ourselves opposed by the Minnesota dealers who contended that inasmuch as the North Dakota law prohibited the use of coal tar color they could not see why any effort should be made to amend the Minnesota law. They gave the impression that if the North Dakota color law was changed then they would be willing to join in an effort to bring the Minnesota law into line. The North Dakota law was not passed until shortly before the Minnesota legislature adjourned and I did not have sufficient time to take advantage of the North Dakota law in Minnesota before the legislature adjourned. The matter will have to stand over until the next session in Minnesota, at which time I believe that we can bring this state into line, as it is now the only state in the Union which prohibits the use of coal tar color.

**Simplification of Packages:** On January 16, 1923, the Secretary of Commerce called a meeting in Washington on the question of the simplification of commercial packages. I was present at this conference. The hearing was opened by Secretary Hoover. It was explained that the Department of Commerce had no intention of forcing manufacturers to adopt a policy of simplification of containers. It was stated that the purpose of the conference was to induce the manu-

facturers to themselves work out a policy which would bring about greater simplification or standardization of packages and containers used in commerce. With this end in view the representatives of the various industries present at the meeting divided themselves into certain sections based upon a classification of the kind of containers used, such as glass, metal, fiber, etc. Each one of these sections organized separately and undertook to work out definite plans to bring about the desired result. My office is now engaged in collecting containers from all of our members and these are still coming in. As soon as a sufficient number have reported we will be in a position to take the matter up for further consideration.

**Legislation:** During the past year the legislatures of forty-two States were in regular session, consequently the legislative work was heavy. In addition to the State legislatures which were in session, Congress was also in session. Several bills were introduced directly affecting the interests of our members. The legislative work has been extremely burdensome. Most of the bills introduced were of a radical nature and extremely complicated. Our members have every reason to be well satisfied with the results of our efforts to combat the many bad bills introduced that would affect our industry. During the last session the state legislatures more tax bills were introduced than ever before, but I am glad to be able to advise you that no bill detrimental to our industry was passed.

**Wisconsin Color Situation:** Mr. Hickey reviews the trouble with Food Commissioner Emery over the ruling that no article of food could be artificially colored under the Wisconsin Law in imitation of the genuine color of another substance. Conditions are fast becoming intolerable, with relief in doubt.

**Prohibition Ruling:** Mr. Hickey discusses the ruling of the Prohibition Unit that flavor manufacturers cannot sell to jobbers and wholesalers as distributors to the bottlers and dispensers. He is working to obtain a modification of the ruling and expects a satisfactory result soon.

**Conclusion:** Mr. Hickey at some length declares the last year the most strenuous yet. He tells of the hard work done by the various officers and the sacrifices they have made for the association in time, expense and trouble. He says: "I consider it a rare privilege to work with such men."

A rising vote of thanks was given to Mr. Hickey for his report and the work he did during the year.

#### Address on the Simplification of Packages

President Day introduced Arthur E. Foote, of the Division of Simplified Practices, of the United States Department of Commerce, who was sent to the convention by Secretary Hoover to deliver an address on "Simplification of Packages." Mr. Foote carried a 'message from Hoover' to the flavoring extract industry of Government aid in eliminating waste and not of interference with business. It was the offer of a great Federal Department to constructively co-operate with business, including this industry.

Mr. Foote made a strong presentation of the advantages of simplification of packages and the elimination of waste in industry by the deletion of excessive, unnecessary and obsolete varieties of containers. His address, which was illustrated by actual comparisons and possibilities of containers, will be printed in full. In part he said:

"Through the co-operation of Mr. Hoover's department the paving brick manufacturers reduced the varieties of paving brick from 66 to 6. Bedstead manufacturers reduced their sizes from 58 to 4, the essential ones; and this also simplified the sizes of mattresses, sheets, blankets and covers. Face brick manufacturers reduced their varieties from 44 to 4, and chinaware manufacturers, who had been making more than 600 varieties, reduced them to 65. Spice grinders cut their list from 38 to 20, and paint and varnish manufacturers have eliminated a vast number of excess products, releasing over 25 per cent of the money formerly tied up in stock. Hardware and silk manufacturers are doing the same thing, and now we invite the flavoring extract manufacturers to take up the subject."

Hearty applause followed and a vote of thanks was given to Mr. Foote. Mr. Bond, commenting on the matter, urged the appointment of a committee of three to take up the subject and push it to a conclusion.

Willoughby M. McCormick, the first president of the association, insisted on immediate action. "We are here to make money," he said, "and help each other to make money. If we can stop waste let's set the ball rolling, but if we are going to let it run along and refer it to a committee it will be another six months before we accomplish anything. I beg you do this today, or tomorrow, and when the report comes in we will all get behind it. We never have had in the history of this country such co-operation as Mr. Hoover is giving us. He is giving us the light. Let us follow him and stick by him and give him co-operation. He is for us. He knows there is a leak and wants to help us."

President Day at once appointed the following committee to consider the matter: W. M. McCormick, chairman; C. L. Newton and F. S. Muchmore. Later, at Mr. McCormick's suggestion the president added D. T. Gunning and B. H. Harrison to the committee, to enlarge its scope. As a result a strong resolution, which will be found in the report of the Committee on Resolutions, was adopted.

#### Flavoring Extracts in the Grocery Trade

Mr. Heckin introduced J. W. Herscher, president of the National Wholesale Grocers' Association, who made a very happy although brief address on the desirability of marking flavoring extract packages uniformly and thereby aiding in the proper distribution of the goods. He pointed out from his own observation how much confusion was caused by the independent systems of extract manufacturers in marking their containers and urged the adoption of simplification and unification methods. Initiative and individualism need not be lost in doing business, he declared, through the adoption by the trade generally of uniform methods of packing and marking goods. The wholesale grocers, he added, were the best and logical distributors of the products of flavoring extract manufacturers. Said Mr. Herscher:

"We don't want you to lose your initiative, but when it comes to preparing products for distribution to the wholesaler, you will be charged more because of non-uniformity in marking of packages. You should not ask the wholesaler to stand the expense of re-marking and packing. I expect that some of you have seen the position that the National Wholesale Grocers' Association has taken on this question and I am going to read you our general attitude on this:

"Goods of a similar size and kind should be packed the same number of units to a case.

"Goods should be packed in accordance with parcel post regulations as to size and weight of packages.

"Goods should be packed in a quantity so that the average retail grocer can purchase a case at a time.

"Cases should be of a size practical for handling from a warehouse and shipping point of view.

"Goods should be packed in cases of 50s and 100s, etc., wherever practical rather than in cases of 48s, 96s, etc.

"Many of these goods go to the wholesaler's packing room. The cost of operating this has increased. We have tried to reduce the cost of doing business but a survey shows that all classes of distributors have a higher over-head than the wholesale grocer. Harvard University reports show that 442 wholesale grocers last year did business at a net profit of  $\frac{1}{2}$  of 1 per cent. The year before the loss was 2 per cent. I think you should be glad we are still in business and distributing your products. You are manufacturers and the logical agents to bring about this condition of more distinct marking of packages. We shall be glad to be of all the help we can.

"Another thing: Every time Congress and the State legislatures convene there is a mass of legislation introduced intended to restrict unduly the flavoring extract and household remedy business. We are interested in this matter because the retail grocers of the United States are the best agents to reach the consumers of this country. The retail merchant should never be restricted in the sale of household remedies, etc. I think this fact should be driven home to our legislators at once. The less restriction put around these things the better."

Acting on Mr. Hercher's suggestion an emphatic resolution was adopted to carry out the reform. It will be found in the report of the Committee on Resolutions.

#### Dr. Doran Addresses the Convention

In introducing Dr. James M. Doran, of the Internal Revenue Bureau's prohibition staff, at Washington, President Day called him "the very best friend of our organization, whom we all know; a good man."

Dr. Doran, after thanking the members, continued: *To the Members of the Flavoring Extract Association:*

"Two years ago I had the privilege and pleasure of meeting with you and conveying a message from Prohibition Commissioner Haynes and the Department to your association. Since that time a number of progressive moves have been made within your membership, and by the Department in co-operation with you, that have resulted in great good to the flavoring extract industry. In my judgment your industry has never been in a more satisfactory condition in relation to the law than it is today. Conversely there has never been a time when the Department has been assisted more cheerfully in its administration of the alcohol laws by you than at the present.

"Two years ago we were all somewhat concerned by irregular practices in the manufacture and sale of certain imitation extracts. The Association realized that the welfare of the industry demanded some attention be given to the imitation extract question. Your committee, acting through Mr. Bond, conferred with the Department on necessary measures to better standardize certain imitation flavors and as a result Prohibition Mimeograph No. 205, creating the so-called 5 per cent ester standard for certain imitation flavors and providing an analytical standard of calculation for other extracts, was issued. A number of outstanding results became quickly apparent as a result of this ruling. *First:* The questionable imitation flavoring business was effectively curbed and I am happy to state that it is not a problem at the present time. *Second:* Certain questions arising from the analytical procedures involved in examining imitation flavors and the methods of calculating results have raised a number of very interesting points which affect the Department's relation to your industry in the carrying out of the law and regulations.

"The method of analysis of imitation flavoring extracts for ester content, worked out in our laboratory and published by Mr. George F. Beyer, appears to be generally satisfactory. A number of esters used are not estimated by this analytical procedure; among them might be mentioned ethyl formate. Some of the newer compounds used, notably the so-called "peach aldehyde," are not determined by this method, but it is believed that the use of these compounds is in such relatively small quantities that a due allowance or tolerance in the expression of the final ester content should take care of these compounds when used. We have fixed no definite tolerance limits for the percentage of esters present and while we endeavor to exercise judgment in declaring a product standard or sub-standard it would, nevertheless, be a good thing if some rather definite tolerance limits were established.

"Some question has also been raised as to the wisdom of placing an "ethyl acetate standard of calculation" for expressing results of analyses of imitation flavors where the esters used are compounds of the higher alcohols, such compounds being commonly used in strawberry, raspberry, pineapple, banana, etc. If a standard of calculation could be suggested that would better suit our common purposes than the one adopted by the Department, I should like to hear an expression from you on the subject.

"We must take note of one element, however, in adopting any standards or rules as applying to imitation flavors and that consideration arises out of the fact that these flavors are largely mixtures of chemical compounds and the various mixtures used are rather in the nature of private formulas or secret percentage compositions. It therefore becomes impracticable to make a complete analysis of each imitation extract placed upon the market with a view to determining its exact ester composition. Those of you who are chemists realize that this would be quite impracticable and in many cases impossible. Therefore, some fair standard is desirable for the information of the trade and it should not be any

more complicated than necessary. Your Scientific Research Committee will be able to assemble your views and present them to the Department in concrete form. I wish to assure you that we will be glad to take this question up as it is my impression that something needs be done along this line.

"During the past few months a great forward step has been taken by the Department in bringing about closer and more effective contact with the alcohol using trades. The general sentiment that something should be done crystallized itself into the formation of an Alcohol Trade Advisory Committee and Mr. Bond of your Association was asked to act on that committee for several reasons. First, on account of his extensive experience in matters pertaining to administration of the alcohol laws affecting all industries. Second, on account of his comprehensive knowledge of the needs of your particular industry. One formal meeting had been held in Washington with the officials and the general committee at present is wrestling with the most important task of reviewing, commenting on and suggesting changes in general regulations, known as Regulations No. 60. I have with me a corrected proof of the greater part of these Regulations and I have no doubt that many points in these new regulations will be of great interest to your membership.

"Generally speaking, this present work is a codification and general re-statement of existing regulations. However, in a work of this size it is not always possible to correctly re-state the present rulings as they have been built from the original regulations by a long series of Treasury Decisions, Mimeographs and Circulars. As the present re-draft of Regulations No. 60 will be used for several years to come without any material changes, it is at once seen how important the present work is. The Counsel for the Prohibition Unit, Mr. Britt, and his associates, who are charged with the duty of preparing regulations, are working hard to perfect the present code. Errors will be apparent in the proofs and first draft. You may be assured of one thing and that is that the Unit is extremely desirous of receiving the benefit of your comment and suggestion, whether expressed individually or through Mr. Bond."

President Day called on Mr. Bond to handle the discussion of Dr. Doran's address. Mr. Bond praised the doctor as a "sane, satisfactory, highly intelligent and honest Government official." Mr. Beggs and Dr. Boyles then entered into the discussion. Mr. Beggs inquired regarding complaints which members of the association had made against suspected violators of the law and wondered if there were any results from these complaints.

Dr. Doran explained that all complaints were taken up and properly disposed of, but the Treasury system does not provide for telling a complainant what has been the outcome. He thought a call back system might be good.

Mr. Redmond, asked to talk, said: "The imitation extract is not interesting us now." He asked Dr. Doran whether the percentage of alcohol in the finished product should be the content given on the label, or the quantity used originally in the manufacturing process, or the quantity named in the permit.

Dr. Doran replied: "The alcohol content expressed on the application should signify the alcohol content as placed on the label of the finished product. In vanilla you start with a 45 per cent alcohol solution; in percolation you will take up some of the moisture and you will end with a varying percentage of alcohol, running from 26 per cent to 43 per cent. The Food and Drugs Act controls in this instance because you are required to label as to the absolute alcoholic content sold."

A bulletin on this subject will go to members.

Mr. Hickey asked several questions of a technical nature regarding the disregard by the Prohibition Unit at times of formulated tables of proportions. The question came up in this discussion with Dr. Doran as to the making of vanilla extract with less than 40 per cent alcohol content, which, it was said by Mr. Hickey, some firms claimed they could do. Mr. Gardner also asked about changes in the content of orange extract.

The discussion continued for some time regarding the filing of blanket and other permit applications.

\* A rising vote of thanks was given to Dr. Doran.

#### Annual Report of the Legislative Committee

R. H. Bond, chairman of the Legislative Committee, made a lengthy report covering legislation in all of the states in detail and surveying the general situation. Mr. Bond's summary of the situation is in part as follows, the details being reserved for the Official Minutes:

"The law-makers in the National Congress and in the State Legislatures are constantly going further a-field and reaching out into avenues not heretofore touched upon in an endeavor to bring about a Utopian condition which is impossible of accomplishment by legislation and for which it is doubtful if mankind is fitted.

"The voice of the uninformed, the impractical, the propagandist and the fanatic is raised among the membership of the National Congress and the State Legislatures, and there is more than a tinge of Socialism, Bolshevism and Anarchy in many of the measures which are suggested. Sanity and studied care for the present and future welfare of our country and people, not to mention that which was formerly designated as patriotism by thoughtful well-wishers of the nation, seem to have been relegated to the limbo of forgotten things, and the thoughtless, the experimentalist and the opportunist are listened to and heeded by a following whose thoughts and desires would put aside the proven things of yesterday for the vagaries of the present and the future. All of this has been reflected in legislation which your association and sister associations have been forced to consider since our last annual convention.

"Since January 1, of this year, there have been forty-two State Legislatures in regular session, a number of the States, in addition to their regular sessions, have convened in special session, and others which have had no regular session, have met in special session.

"The Georgia legislature is meeting in regular session while this convention is being held.

"The Alabama legislature has recessed to meet July 8.

"The chairman of your Legislative Committee lays no claim to prophetic inspiration, is not 'the seventh son of a seventh son, and was not born with a caul over his face,' but ventures to make a prediction. It is that the State legislatures in 1923 have set high water marks for legislation, directly and indirectly inimical to the interests of our membership, and if there is any consolation in the thought that future legislative sessions have no terrors to add to those we have already endured, then get such comfort from it as you may.

"By far the largest part of our membership manufactures or market lines other than flavoring extracts, and is vitally touched in such other lines by proposed legislation. Your committee has felt that it was the duty of our organization to take cognizance of and act upon all classes of legislation which affects our membership, this not only from a sense of the obligation of this organization but from a realization of the fact that, if unchecked, much legislation aimed at flavoring extracts, would lead, indirectly, back to further legislation designed to make the manufacturing and marketing of flavoring extracts much more burdensome and difficult if not prevent it altogether."

"The National Association of Retail Druggists, at its convention in September last, while all of the associations whose members were compelled to use alcohol, including their own, were in a life and death struggle with the Prohibition Unit, and co-operating with each other to bring about the cancellation of regulations, treasury decisions and pro-mimeographs, which would have closed the doors of a large proportion of their members, passed a resolution urging its membership in the several States to have offered in the legislatures, bills which would restrict to registered pharmacists the sale of any drug containing as much as one-half of one per cent of alcohol.

"When it is remembered that by far the largest proportion of all of the liquid drugs is compelled to contain very considerable quantities of alcohol, the object of this resolution is apparent at once, especially when you consider that at two previous conventions of this organization resolutions had been adopted, urging the membership to have bills

made  
in  
Bond's  
details  
  
in the  
and  
on in  
which is  
which  
  
prop-  
er-  
ship  
, and  
and  
ested.  
elfare  
1 was  
in wish-  
limbo  
talist  
owing  
roven  
d the  
which  
forced  
  
y-two  
ates,  
pecial  
have  
  
ession  
  
July 8.  
ays no  
of a  
face.  
State  
ation.  
mem-  
that  
those  
om it  
  
turies  
tially  
Your  
ization  
lation  
sense  
erated  
ed at  
than  
further  
market-  
i di  
  
at its  
ations  
cluding  
Pro-  
bring  
s and  
of a  
olution  
ffered  
tered  
one-  
  
pro-  
ountain  
this  
sider  
solutions  
bills

offered in the State legislatures to prevent the sale of any drugs by anybody other than a registered pharmacist.

Following this lead, during the sessions of the legislatures just held, the enthusiastic registered pharmacist, instead of confining himself to the last resolution of his association, had bills offered and pushed in a number of the State legislatures to confine the sale of all drugs to registered pharmacists.

"The usual fanatical Prohibition bills were to the front in several legislatures, and if they had passed in form and manner as proposed, would have killed the flavoring extract industry.

"Drastic insecticide and fungicide bills have been offered in many of the State legislatures, ranging from bills which placed impossible standards and restrictions upon the articles themselves to restricting their sale to certain lines of trade. Several of our members are deeply interested in this class of legislation.

"The usual Advertising, Trading Stamp and Coupon bills have been offered in several legislatures.

"Cold Storage Warehouse bills, which would have thrown impossible conditions around the storage of vanilla beans and other necessities of the flavoring extract industry, have also been offered.

"Drastic sanitary and factory inspection legislation has been offered in a number of the legislatures.

"Bills giving power to public officials to fix prices on commodities, to inspect books and factory methods, and bills requiring statement of cost on packages of merchandise have also been to the front.

"Bills were offered in several States placing prohibitive taxes on those of our membership who sell to consumers direct. This class of legislation is becoming increasingly prevalent.

"Many Labor bills, fixing the hours of employment of men, women and minors, conditions under which they should work, as well as fixing the minimum compensation, were offered. In most of the legislatures in which this class of bills was offered, unlike the situation in previous years, the legislators seemed to favor them and a number of these bills were passed. Your committee took no action in regard to these bills, except to notify the membership in such States as would be affected thereby.

"Bills were offered in several legislatures, increasing the tax on local and foreign corporations, and some of these were passed. This is a class of legislation on which our organization will have to keep a watchful eye. Extravagance in Government, municipal, State and national, has caused the law-makers to reach out their withering hands on industry generally.

"The decision of the Supreme Court in the 'Cheney Case' that orders taken by the salesmen of corporations located outside of the State in which such orders were taken, and turned in to a jobber in such State as they were taken, to be shipped from his stock, was intra-state business, and brought the corporation taking such orders, even though it had no office, stock, warehouse, or investment in the State in which such orders were taken, under the foreign corporation act of such State, has awakened officials to this suggested source of revenue, and we may look for increasingly drastic laws affecting foreign corporations.

"The importance of this class of bills must not be overlooked. If all of the forty-eight States were to pass corporation laws similar to those in effect in several States, corporations doing a national business would not only find their profits wiped out, but, in many instances, would have their capital impaired. The condition is considered so serious by far-seeing men that steps are being taken by many of the largest corporations to adjust the machinery of their business in such a way that these laws will have a minimum effect.

"Bottlers and soda water dealers in a number of the States have had offered bills intended to clean up their industry, and while the purpose of these bills on the whole is highly commendable, some of them have been drawn in such a manner that, if they had been passed in the form in which offered, it would have been impossible to use *pure* flavoring extracts in soft drinks, or to use any sweetening agent other than cane sugar. Of course, it was not the intention to those who drafted these bills to actually prevent the use of pure flavoring extracts, but the wording selected

was unfortunate and would have had that effect, if literally construed.

"The Flavoring Extract Manufacturers' Association has cause to congratulate itself upon the result of its activities and those of its sister organizations with the Treasury Department of the United States in having rescinded drastic and impossible regulations affecting non-beverage alcohol and the preparations in which it is used. Our vigorous protests and persistent efforts have resulted in the appointment of an Alcohol Trade Advisory Committee by the Bureau of Internal Revenue of the Treasury Department. This consists of eleven business men, representative of the non-beverage alcohol using trades, who will act in an advisory capacity to the Prohibition Unit and the Internal Revenue Bureau upon all proposed pro-mimeographs and treasury decisions having to do with non-beverage alcohol and the preparations made therefrom, prior to the issuance of such documents. We shall refer more in detail to this further on in this report.

"It is not too much to say that the official statements of our organizations are taken at face value by the Treasury Department of the United States."

The pressure of legislative work for the association has been so great that since January 1 Mr. Bond has had to devote practically all of his time to it. His report pays a glowing tribute to Attorney Hickey for his aid and activities and thanks the American Manufacturers of Toilet Articles, National Manufacturers of Soda Water Flavors, Proprietary Association, National Wholesale Druggists' Association, American Drug Manufacturers' Association and the three Grocers' associations, National, American and Retail, for valued co-operation given to the F. E. M. A.

President Day commented: "I don't think we ever can repay Mr. Bond and show the appreciation we should for the service he has rendered to all of us." On his suggestion a rising vote of thanks was given, with applause.

#### Report of the Research Committee

MR. BEGGS: From one viewpoint you will have the best report your Research Committee has ever made. It is as follows:

"Your Research Committee has not functioned during the past year with the same degree of activity as had been shown in previous years. This is not due to any laxness on the part of our chemists but rather to the fact that many of the problems assigned have been satisfactorily solved.

"We have still with us the one problem which as yet seems unsolvable, that of 'a solvent to replace alcohol.'

"Our efforts on this subject have shown the futility of further investigation along certain lines, but so far we have been unable to produce results or to strike any leads that might entertain possibilities of success.

"The work of this committee has been of value to many of our members by aid given in solving minor manufacturing problems, by suggestions given for the elimination of waste and by information that has resulted in a marked improvement of a few products. Our chemists, Drs. Boyles, Smith and Shandley, have never failed to respond to the appeal of any member for information or advice and the value of such work to the members of the association cannot be computed.

"The work of prime importance that has occupied our chemists during the year has been the investigation of 'The Factors Influencing the Color of Vanilla Extract.' This paper will be presented by Dr. Boyles and will constitute the report of the Research Committee.

"A question has been raised as to the value of compound or imitation Vanilla as compared with Pure Vanilla extract for the manufacture of ice cream. We do not find any data on this subject and seemingly no investigation has been made either by the Bureau of Chemistry or our own chemists. There seems to be an impression among the manufacturers of extracts, as well as the users of our products, that an imitation Vanilla will not freeze out in the manufacture of ice cream as quickly as does a Pure Vanilla and that we have too readily and too generally conceded a product containing added Vanillin and Cumarin, the equal, if not the superior, of a Pure Vanilla extract for this purpose. If this matter has not been thoroughly tested, how do we know

these claims to be correct? It is our opinion that it would be well worth while to devote some attention to the subject in an effort to determine the real facts.

"It is usually true that ice cream manufacturers who use pure Vanilla are very careful about the quality of the milk and all other ingredients entering into the manufacture of their product that there may be no off odors or taste to mask or to conceal. It is also true that the manufacturer who is not so greatly concerned about the quality, but makes price the dominant factor, may mask the use of inferior ingredients by a strong tonka flavor and obtain a product satisfactory to many at a much lower price.

"This question was not presented in time to make the necessary investigation for report at this meeting, but if the subject is considered of sufficient interest or importance, it might be well to determine the opinions of our members through a questionnaire and then set our chemists to work to obtain the facts, so far as possible in answer to the following suggested list of questions:

1. Which does the consumer prefer as a flavor for ice cream, Pure Vanilla or a Compound?
2. Does one freeze out more readily than the other?
3. Does the consumer want a harsh strong flavor for ice cream?
4. What per cent of consumers can distinguish between the flavor of Pure Vanilla and a Compound?
5. Which is the more important factor to the consumer, price or quality?
6. Should each product be sold for what it is, rather than on a competitive basis?"

The report is signed by Frank L. Beggs, chairman; John L. Clawson, F. M. Boyles, B. M. Smith, and E. J. Shanley.

Dr. Boyles then read the report on "The Factors Influencing the Color of Vanilla Extract," which is printed on another page in this issue. A rising vote of thanks was given to the Research Committee and to Dr. Boyles and Dr. Smith.

Later in the session President Day called on Dr. Boyles for observations on pure vanilla as against imitation extract. Dr. Boyles said that the Research Committee had planned to do some work in the future on this subject. He declared his belief in the superiority of true vanilla to the imitation for high grade ice cream. The tests will cover the use of the extract in both for baking, as well as for ice cream purposes. Messrs. Wusow, Massey, Day, Heekin and Gardner took part in the discussion.

#### Report of the Transportation Committee

D. T. Gunning, chairman, and G. C. Davis, of the Transportation Committee, made this interesting report:

##### Classification of Vanilla Beans.

"You will recall that in the report of the Transportation Committee 1922, mention was made of an application for change—Classification of Extracts.

"In view of this and the fact that letters were received from various members on the subject of Classification Vanilla Beans, your Committee thought the importance of the subject warranted action.

"Accordingly, applications were filed with the Consolidated, Official, Southern and Western Classification Committees, asking for a change in rating—Vanilla Beans—from D-1 to First.

"As a result your Committee is in receipt of notices for public hearing from the Consolidated, Official, Southern and Western Classification Committees.

"The dates for these hearings are July 10 at Chicago, and July 17, Atlantic City.

"The Chicago hearing is before R. C. Fyfe, Chairman, Western Classification Committee at Room 1830 Transportation Bldg., and the Atlantic City hearing will be conducted at the Hotel Traymore by either F. W. Smith, Chairman of the Official Classification Committee, or E. H. Dunaway, Chairman of the Southern.

"We are notified that appearance at either Chicago or Atlantic City will be sufficient.

##### Interstate Commerce Commission Regulations

"It is important to note that Interstate Commerce Commission Regulations, effective January 1, 1923, covering express shipments, and which supersede previous regulations

issued December, 1919, failed to provide for shipment of extracts in kegs.

"The largest quantity which can be shipped in one outside container is 24 one quart bottles, provided they are packed according to stated specification.

##### Pullman Surcharges

"A matter of very real interest to our members is the public agitation for a repeal of Pullman Surcharges, a hearing having been held at Chicago, June 20, before Commissioner Campbell and Examiner Keeler."

##### Increasing Sales and Cost of Using Automobiles

T. W. Carman, chairman of the committee on "How to Increase Sales," read a bright and interesting paper on the subject in which he reached the conclusion:

"Your salesmen are your best advertising medium, barring perhaps the enthusiastic users of your goods. Back them up with printers' ink, mixed with brains and judiciously distributed, and the world is yours—except that part of it reserved for the Baker Extract Company."

The paper in full will appear in the Minutes. It will be well worth reading even by those who enjoyed it.

"Furnishing Automobiles for Salesmen" was a topic for discussion on which W. M. McCormick furnished a report going into the practical end, with details and figures of costs and results. Mr. Beggs, Mr. Bond and others took part in the discussion. It was one of the business features of interest to all if the flavoring extract manufacturers. The paper will be available to new members who will be entitled to copies of the Official Minutes when printed.

Leslie K. Talmadge's report of the Committee on Costs was read by Mr. Carman, the chairman being unable to attend the convention. The situation was reviewed at considerable length and the adoption of a uniform system was urged upon the association. The report will appear in the Minutes. A bulletin on the subject was ordered sent to the members.

W. W. Laudenlager, chairman of the Vigilance Committee, made a report. The work of this committee was the subject of considerable discussion. One firm was said to be selling at less than cost.

A motion was adopted that a Code of Ethics be prepared for the trade and that all members would be expected to sign it, violations to automatically act as resignations from the association. Action on violations of the law and of ethics was discussed at some length by the members.

C. W. Jennings, chairman of the Committee on Insurance, submitted a report on the enormous waste due to lack of prevention against fires. Fully 90 per cent of the fires are preventable, in the opinion of the committee. Mr. Jennings gives facts and figures and again calls the attention of the manufacturers and others to the importance of safeguarding their premises against fire. He suggests that if every city would spend one-tenth of what its fire department costs in prevention work its losses would be reduced 50 per cent. The tenth so spent would be saved soon by the saving of wear and tear on the fire department's equipment. This very able paper will be printed in its entirety in the Minutes.

Robert E. Heekin, chairman of the Membership Committee, reported 18 new members and gave thanks to Mr. Gunning and Mr. Harrison for their co-operation. The three named each brought in six new members.

F. S. Muchmore, chairman of the Committee on Trade Interests, made a report in which he called attention to circumstances which indicated the need of action by the association's Vigilance Committee in instances where firms apparently were not living up to F. E. M. A. ethics.

##### Report of the Committee on Resolutions

Chairman Bond read the following report from the Committee on Resolutions and it was adopted:

*Resolved:* That it is our belief that the appointment of the Alcohol Advisory Committee by Hon. D. H. Blair, Commissioners of Internal Revenue of the United States, is a long step forward in eliminating some of the embarrassments and difficulties under which legitimate users of non-

beverage alcohol have labored and will assist in no small measure in the more effective enforcement of the prohibition act.

*Resolved:* That the Flavoring Extract Association of the United States is unalterably opposed to the so-called Wood-Ernst Bill and believes this bill is subversive of the fundamentals upon which this Government is established and urges its members to bring every possible influence which they can command to bear to prevent the enactment of this unwise, un-American and iniquitous measure.

*Resolved:* That the Flavoring Extract Manufacturers' Association of the United States deplores the tendency of the National Congress and of the State Legislatures to pass the multiplicity of useless, unwise, and burdensome measures, which they place upon the statute books. They are endeavoring to do by legislation that which it is impossible to accomplish by law. They are adding restrictions and burdens to the already heavy load that the people of the country have to carry and unless a halt is called, the resentment of the people is more than likely to take very definite form which may result in open violence. The people of this country are a self-governing and law-abiding people and in the past the ordinary man would have rushed to uphold the law as he would have to protect those who were near and dear to him, but with the deluge of enactments with which we are swamped the average man is losing some of his respect for many of the laws, and indeed, is beginning to look with contempt upon some of them and losing respect for the law makers.

*Resolved:* That in keeping with the suggestions of Mr. J. W. Herscher, president of the National Wholesale Grocers' Association, the Flavoring Extract Manufacturers' Association urges its members to take immediate steps to see that all the containers in which they pack their goods shall be plainly and legibly labeled with the number of packages in each container and the net contents of each individual unit.

*Resolved:* That the Flavoring Extract Manufacturers' Association of the United States is in hearty accord with the Hon. Herbert E. Hoover and the Department of Commerce in their efforts to bring about simplification of products and packages of commodities, which enter into the daily life of the people of this country. We highly appreciate that these agencies are co-operating with manufacturers, wholesalers, and retailers to formulate plans of their own volition whereby waste will be eliminated and the interests of all of the factors in the trades and the public at large will be served, and we most heartily pledge our organization to the furtherance of these objects as promptly as possible.

*Resolved:* That we deeply appreciate the attendance, interest, and addresses of Dr. J. M. Doran of the Prohibition Unit of the Internal Revenue Bureau of the United States and Mr. Arthur E. Foote, representing the Hon. Herbert E. Hoover, Secretary of Commerce of the United States. We also extend the thanks of the Association to Mr. J. W. Herscher, president of the National Wholesale Grocers' Association, Mr. Willoughby M. McCormick, to Mr. T. W. Carmen and Mr. Leslie K. Talmadge for the able and instructive papers with which they favored us.

*Resolved:* That the hearty thanks of the members of the association are extended to our President, Gordon M. Day, for the able and untiring effort he has put forth in our interest; that our thanks are given to the other officers, members of the executive committee, and the chairmen of the various committees, and their associates who have so successfully piloted our association and industry in the trying year just past.

*Resolved:* That this Association as a body and its members as individuals are profoundly grateful to Mr. Thomas J. Hickey, our General Counsel and Executive Secretary, for the splendid manner in which he has conducted the affairs of his important position. He has been untiring in his effort, efficient in his method, and without him our industry would not be in the favorable position which it occupies today. We are indeed fortunate in having a man of his high caliber and character to advise and co-operate with our officers and members.

*Resolved:* That the earnest thanks of the Association be extended to Mr. Robert E. Heekin, Chairman of the Con-

vention Committee and to Messrs. Jacob Frank, Ralph Bloom, Wm. Rippey, Clarence M. Mills, A. M. Hoffheimer, Geo. A. Dieterle, Chas. L. Newton, J. P. Roosa and Charles Drum, his assistants, for the careful manner in which they have provided for our work and our comfort, and for the elaborate entertainment which they provided. Their entertainment sets high-water mark for the conventions of this association.

*Resolved:* That the thanks of the Association be extended to THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW and to Louis Spencer Levy, its publisher, for the co-operation and publicity which they have given our activities during the last year, and that this publication be continued as the official organ of your Association; that our thanks also be extended to the Spice Mill and to the Tea and Coffee Trade Journal for the publicity they have given us.

*Resolved:* That we extend our thanks to the Sinton Hotel and Mr. John L. Horgan, its manager, for the courtesies extended and for the care which has been exercised to provide for our comfort and welfare.

*Resolved:* That the sincere thanks of the Association be given to Mr. R. H. Bond, Chairman of the Legislative Committee, for the masterly way in which he has continued to serve our organization during the past year. The amount of time, energy, thought, and enthusiasm which he has brought to this essential and most important work has given our association an enviable position among the trade organizations and with Government officials; and be it further

*Resolved:* That there be extended to Mr. Bond our most sincere appreciation for his constant and untiring efforts in our behalf.

*Resolved:* That the thanks of the Association be extended to Mr. W. C. Culkins, Executive Vice-President of the Cincinnati Chamber of Commerce, for the welcome which this organization and the City of Cincinnati have accorded our Association. We are deeply grateful for their hearty welcome.

The Obituary Committee, by G. C. Davis, reported appropriate resolutions of regret on the deaths of J. N. Limbert, of Philadelphia; Ricardo Gomez, of New York, and P. L. Hoyte, of Nashville, Tenn. The resolutions will be printed in full in the Official Minutes.

The Nominations Committee reported the list of officers given at the beginning of this account of the convention and the ticket was elected unanimously.

The Executive Committee will select the time and place for holding the fifteenth annual convention.

There was general regret that Russell E. Sloan, of Gomez & Sloan, New York, was unable to be present to deliver an address on "Vanilla Beans." E. P. Price, of Chicago, who was to have led the discussion on "Higher Quality Will Increase Consumption," also was unavoidably absent.

#### The Entertainment, Banquet and Races

The entertainment features were carried out with just enough tinge of verve to make them thoroughly enjoyable. The thrills came in the travels of the automobile caravans which traversed the dry spots of the erstwhile moist city of Cincinnati and its suburbs most of the journey going along with the patience of the camels on sunny desert sands, but sometimes the drivers varied the "safety first" by spurts that won praise from devotees of speed. Ralph Bloom, as chairman of the motor caravan, won a Sheik's spurs, for he piloted his guests over the sandy and heated pavements without mishap to all the points of interest in the Ohio desert.

The old Kentucky Burgoo and Barbecue Dinner at Cody's Farm in the Dixie Highway was a real treat to most of the guests. C. L. Newton, as the principal host, saw that no one in the company lacked genuine healthful food.

Although the meeting was a very good one from the business and technical point of view, many of the members found the social diversions so interesting that they almost seriously consider planning the next convention as a golf tournament

with business sessions for diversion. The golf star was Burton T. Bush, president of Antoine Chiris Co., New York, who made a score of 79 on the Maketewah course. This was the lowest score on any of the three courses the members played on, the others being Port Mitchell, and Losantiville Country Club.

The big tournament on Friday, June 29, was held at the Losantiville Country Club, where the members were entertained through the courtesy of Messrs. Emil and Charles Frank. There were five foursomes and according to the cards turned in to the Editor by the official scorer, Charles Frank, the records were as follows:

*Group No. 1*

	Scores	Handicaps
W. G. Moore	99	21
B. F. Zimmer	108	23
J. Heekin	101	10
P. A. Semrad	94	18

*Group No. 2*

	Scores	Handicaps
B. Harrison	121	25
C. Frank	63	9
F. W. Allen	116	20
E. D. Darley	129	40

*Group No. 3*

	Scores	Handicaps
R. Heekin	104	15
F. L. Beggs	97	20
E. Frank	101	15
G. M. Day	(did not play)	

*Group No. 4*

	Scores	Handicaps
F. S. Muchmore	147	40
C. L. Newton	118	30
G. L. Ringel	103	25
(*—)	148	60

*Group No. 5*

	Scores	Handicaps
G. O. Dieterle	114	23
W. V. A. Clark	94	15
F. Z. Woods	121	25
E. E. Finch	98	10

\*Name will be furnished on application.

Wednesday afternoon, June 27, was celebrated at Cody's on Dixie Highway near Fort Mitchell by those who are not addicted to such highbrow sport as golf. They adhered to the more plebeian baseball and a match was arranged between the Heekins and the Yannigans. Ordinarily the Heekin family can furnish a whole nine and a few substitutes, umpire, etc., but in order that the affair should not take on too much of a family aspect only two of the Heekins participated; Bob as catcher for the Heekins and Walter as one of the pitching staff for the Yannigans. F. S. Muchmore was the official scorer and doubtless with an eye to his physical safety he declined to give the Editor any authorized result.

Among the details that are rather interesting is the fact that T. J. Hickey, executive secretary of the association, acted successfully and safely as umpire. Mr. Hickey has acquired such a reputation for fairness, backed by his adequate physical development, that his rulings were not seriously contested. J. L. Klingensmith, of Pittsburgh, who has been sergeant-at-arms at nearly every convention, was sergeant-at-bat, and he beat any record in the major and bush leagues by knocking out four home runs. B. F. Fishburn, of Roanoke, Va., also established a record which, while reflecting credit on him, showed up his fellow players in no very good light, as he was the only man to catch a fly. B. F. Harrison tried a new style of play which is not found in any of the baseball manuals as he feinted for a bunt, and then left the game. No unconventional plays were tried after that. Unofficial records of the score seem to indicate that the Heekins won by 21 to 8, making 13 runs in the last inning. Batteries were as follows: Heekins—Hauser, pitcher; Bob Heekin, catcher. Yannigans—Fred Harrison and Walter Heekin, pitchers; Alexander Katz, Jr., catcher.

Some of the members who are great admirers of horses stayed over for the Kentucky Derby that was run at the Latonia track on Saturday, but how they fared we have not heard. Thursday, June 28, Frank Z. Woods, of Chicago, and a party went over to the track and they liked the way David Harum looked, but unfortunately they did not cash in.

The annual banquet was held at the Losantiville Country Club Thursday evening with a very excellent menu. President Day, with due regard for the weather, kept the list of speakers within reasonable limits and short addresses were made by Burton T. Bush and F. L. Beggs, who extended thanks to the Cincinnati members for their excellent plans. Richard H. Bond, the perennial and interesting *raconteur* from Baltimore, told some interesting stories in his inimitable way and by special request told his old favorite, "On the Laurel." No description can do justice to the entrancing way that Mr. Bond, with inflection and gesture, reconstructs the homely atmosphere of the mountaineer who, in spite of all his troubles "On the Laurel," can find the silver lining to its clouds through the balm of Gilead that was legally popular before Brother Volstead started out to reform the United States.

Emil Frank made a plea for co-operation and said that while there has been "Good old days, there were now better new days, the days of real service."

The principal address was delivered by Dr. David Wolfstein, of the University of Cincinnati, who showed a remarkable grasp of the flavoring industry. The doctor is a philosopher more of the type of the Autocrat of the Breakfast Table and in his introduction referred to Frank-incense of which his host, Mr. Emil Frank, reminded him.

"Variety is not only the spice of life," said the doctor, "but also the essence of refinement. We also refer to the man who is full of ginger or full of pep so that in many ways the industry that you represent has become woven into our everyday speech." Should there be a twentieth amendment to the Constitution adopted prohibiting the use of coffee and tobacco, the doctor feared that he would have to migrate to a more rational clime. "Coffee instead of making me nervous," said the doctor, "makes me nervous not to get it." He praised the influence of spices on commerce and cited the voyage of Marco Polo overland to China from Venice. Columbus, he said, was seeking a short route to India to obtain spices.

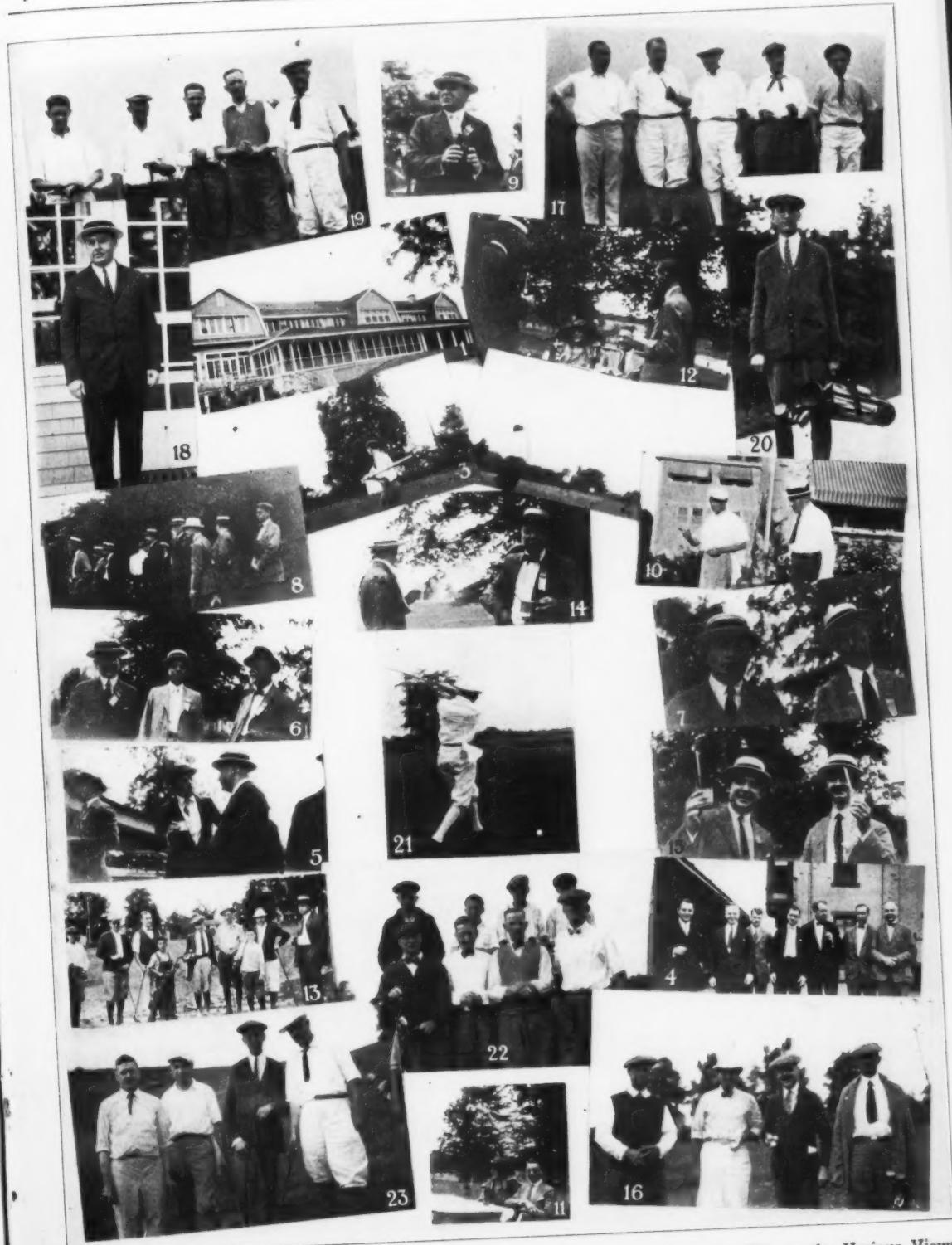
Describing the work of the University of Cincinnati the doctor pointed out that that is the largest municipal university in the country and aims to establish ethical standards as well as to impart material knowledge.

The entertainment committee: Robert E. Heekin, Chairman; Jacob Frank, Clarence Mills, Charles L. Newton, Ralph Bloom, A. M. Hoffheimer, J. P. Roosa, Wm. Rippey, George A. Dieterle and Charles Drum.

**SCENES AT F. E. M. A. CONVENTION**

(Key to Snap Shots on the Next Page.)

1, Losantiville Country Club; 2, Jim Heekin making a three bagger; 3, Gordon Day making a two bagger; 4, R. B. Magnus, E. S. Buckley, H. O. Sloan, L. Green, B. T. Bush, W. V. A. Clark, and the Editor; 5, R. Heekin and T. Hickey drinking  $\frac{1}{2}$  of 1%; 6, W. M. McCormick, T. W. Carman, P. Rieger; 7, T. J. Hickey, G. M. Day; 8, "Grand stand" of the ball game; 9, R. H. Bond inhaling a mint julep; 10, Emil Frank and Charles Frank, country club hosts; 11, Dr. Boyles proves his winning ways; 12, R. H. Bond and G. M. Day as volunteer waiters; 13, G. A. Dieterle, W. V. A. Clark, E. E. Finch, F. Z. Woods, A. F. Wussow and the four caddies; 14, H. O. Sloan and J. E. Wolfe trying to summon up courage to drink their near beer; 15, A. L. Opper and W. L. Filmer exhibiting the remains of their juleps; 16, C. L. Newton, G. L. Ringel, the Editor, and F. S. Muchmore; 17, W. V. A. Clark, B. T. Bush, G. L. Ringel, W. G. Moore and guest; 18, Burton T. Bush; 19, Mr. Craighead, a guest; W. V. A. Clark, P. A. Semrad, B. F. Zimmer and F. L. Beggs; 20, G. M. Day; 21, George L. Ringel makes a noble effort; 22, left to right, W. G. Moore, P. A. Semrad, B. F. Zimmer, Col. Heekin; 23, left to right, R. Heekin, Emil Frank, G. M. Day, F. L. Beggs.



Scenes at the Flavoring Extract Manufacturers' Convention. See Opposite Page for Key to the Various Views.

## ACTIVE MEMBERS PRESENT

H. W. Allen Co.	Chicago, Ill.	Pittsburgh Food Prod. Co.	Pittsburgh, Pa.
F. W. Allen.		J. L. Klingensmith.	
Allied Drug & Chemical Works	New York City	Price Flavoring Extract Co.	Chicago, Ill.
Alfred Van Horn.		A. F. Wusow.	
Arbuckle Co.	Chicago, Ill.	Puritan Drug Co.	Columbus, Ohio
D. T. Gunning.		Mr. and Mrs. Vaughn.	
Baker Extract Co.	Springfield, Mass.	Puritan Drug Co.	Columbus, Ohio
T. W. Carman.		Mr. and Mrs. O. C. Manly.	
S. F. Baker & Co.	Keokuk, Ia.	Paul Rieger & Co.	San Francisco, Cal.
F. L. Dewees.		Paul Rieger.	
Boyce Extract Co.	New York City	Wm. Rippey	Cincinnati, Ohio
Leo Green, J. A. Plain.		Roosa & Ratcliff Chemical Co.	Cincinnati, Ohio
California Perfume Co.	New York City	J. P. Roosa.	
W. V. A. Clark.		Abner Royce Co.	Cleveland, Ohio
F. B. Chamberlain Co.	St. Louis, Mo.	G. W. Hircheit, Wilbur Hyde.	
E. D. Darley, F. E. Ringenberg.		Semrad Chemical Co.	Chicago, Ill.
Chapman & Smith Co.	Chicago, Ill.	Paul A. Semrad.	
B. C. Gardner.		Sherer-Gillett Co.	Chicago, Ill.
Citizens Wholesale Supply Co.	Columbus, Ohio	Geo. H. Redmond.	
S. J. Schwarzwalder.		R. W. Snyder.	Battle Creek, Mich.
W. H. Crawford & Co.	Baltimore, Md.	Styron-Beggs Co.	Newark, Ohio
R. B. Laughlin.		E. S. Styron, F. L. Beggs, H. E. Harrison, J. L.	
Day-Bergwall Co.	Milwaukee, Wis.	Meyers, L. P. Shinn.	
Gordon M. Day.		Thomson & Taylor Co.	Chicago, Ill.
Davis Mfg. Co.	Knoxville, Tenn.	Geo. E. Hurd, G. E. Terwilliger.	
G. C. Davis.		W. & H. Walker, Inc.	Pittsburgh, Pa.
Dill Co.	Norristown, Pa.	Jno. A. Switalski.	
E. L. Brendlinger.		Theo. A. Wegener.	Columbus, Ohio
David G. Evans Coffee Co.	St. Louis, Mo.	Williams & Carleton Co.	Hartford, Conn.
B. H. Harrison.		Guy Stanley.	
Flowers Lab.	Knoxville, Tenn.		
Chas. Hughes.			
Foot & Jenks Co.	Jackson, Mich.		
H. L. Jenks.			
Frank Tea & Spice Co.	Cincinnati, Ohio		
Chas. Frank, Emil Frank, Oscar Hauser.			
Fries & Fries.	Cincinnati, Ohio		
Geo. H. Fries, R. G. Fries, Ralph Bloom, S. M. Krohn,			
S. H. Rosenheim.			
Alex. Fries & Bro.	Cincinnati, Ohio		
A. M. Hoffheimer.			
Griggs, Cooper & Co.	St. Paul, Minn.		
Chas. Carroll.			
Hallock-Denton Co.	Newark, N. J.		
F. S. Muchmore.			
E. C. Harley & Co.	Dayton, Ohio		
Russell Elliott.			
Heekin Co.	Cincinnati, Ohio		
Robert E. Heekin.			
S. P. Hite Co.	Roanoke, Va.		
B. J. Fishburn.			
Horne & Yowey Co.	Chicago, Ill.		
C. D. Craig.			
Jennings Mfg. Co.	Grand Rapids, Mich.		
R. C. Caryl.			
H. Kohnstamm & Co., Inc.	New York City		
Louis J. Woolf.			
Liquid Carbonic Co.	Chicago, Ill.		
Dr. Geo. Lloyd.			
Massey & Massey Co.	Chicago, Ill.		
R. J. Massey.			
Jos. Middleby, Jr., Inc.	Boston, Mass.		
Walter Nealey.			
Mills Bros. Co.	Cincinnati, Ohio		
Albert Mills, C. M. Mills.			
McCormick & Co.	Baltimore, Md.		
W. M. McCormick, F. M. Boyles, R. H. Bond.			
Newton Tea & Spice Co.	Cincinnati, Ohio		
C. L. Newton.			
Geo. H. Nowland Co.	Cincinnati, Ohio		
Clark C. Nowland, Geo. H. Nowland.			

## ASSOCIATE MEMBERS PRESENT

American Distilling Co.	Chicago, Ill.
A. L. Opper.	
E. Berghausen Chemical Co.	Cincinnati, Ohio
Mr. Berghausen.	
W. J. Bush & Co.	New York City
T. K. Roach.	
Antoine Chiris Co.	New York City
B. T. Bush.	
Dodge & Olcott Co.	New York City
W. G. Moore.	
Federal Products Co.	Cincinnati, Ohio
C. H. Blomberg, Geo. O. Dieterle,	
H. O. Drinkuth, Frank Z. Woods.	
Florasynt Labys.	New York City
Alexander Katz, Chas. L. Senior.	
Fritzsche Brothers	New York City
B. F. Zimmer (Chicago), Geo. L. Ringel (Columbus, Ohio).	
Gomez & Sloan, Inc.	New York City
H. O. Sloan.	
Illinois Glass Co.	Alton, Ill.
L. F. Baker, C. L. Dunn.	
Karl Kiefer Co.	Cincinnati, Ohio
E. E. Finch.	
J. N. Limbert & Co.	Philadelphia, Pa.
F. B. Zink.	
Magnus, Mabee & Reynard, Inc.	New York City
Frederick Bauch, A. B. Foster, R. B. Magnus.	
Monsanto Chemical Works	St. Louis, Mo.
W. L. Filmer, J. B. Schers.	
Clarence Morgan & Co.	Chicago, Ill.
Clarence Morgan.	
National Aniline & Chemical Co.	New York City
F. E. Beecher (Chicago).	
Neumann, Buslee & Wolfe, Inc.	Chicago, Ill.
J. E. Wolfe.	
Rossville Co.	Lawrenceburg, Ind.
Thos. H. Gillessey.	
Thurston & Braudich.	New York City
E. S. Buckley, W. L. Conrath.	

## FACTORS INFLUENCING THE COLOR OF VANILLA EXTRACT\*

By BERNARD H. SMITH and FRANK M. BOYLES

The color of Vanilla Extract is dependent upon the kind of beans used, the percentage of alcohol in the menstruum, the duration of the extraction and the presence of sugar or glycerin in the menstruum.

It is often desirable in order to meet the requirements of a special class of trade or the whims of a particular customer to produce a particularly dark or specially light colored Vanilla Extract.

For the purpose of giving to the members of this association some definite information on this subject the work outlined in this paper was conducted.

Before discussing the results of the experiments it can be said that dry beans always give darker extracts than moist beans, and even figuring the color upon a water-free basis, the bean which is the drier to start with, as a general proposition, gives the greater amount of color, because of the fact that the curing process in the case of the dry cured bean tends to produce more color.

Of the commercial beans of today the so-called South Americans or Guadeloupe give the most color; these beans are nearly always cured quite dry and even the moist South American gives more color than a dry bean of other varieties.

*Experimental:* Two independent sets of experiments were made by the authors. These tests were carried out to determine the influence of alcohol, sugar and glycerin on the color, which ingredients are, of course, legitimate constituents of Vanilla Extract under the Federal and other food standards.

*Smith's results:* The five samples described below were all prepared from the same quantity and from the same lot of Vanilla Beans, which consisted of a fifty-fifty blend of high grade Mexican and Bourbon beans. All samples were prepared by macerating at room temperature (approximately 70° F.) for twenty-eight days, after which the extracts were percolated. The color determinations reported were made with a Duboscq Colorimeter. Where the word "alcohol" is used it refers to absolute alcohol.

Table 1—Results Showing Influence of Alcohol, Glycerin and Sugar upon color of Vanilla Extract.

Sample Number	Alcohol used	Other ingredients	Ratio of colors to other samples
1.....	50%	.....	100%
2.....	34%	.....	70.4%
3.....	42%	.....	83.3%
4.....	42%	Glycerin 20%	125%
5.....	42%	Sugar 20%	109%

These results show that 50 per cent alcohol extracts more color than 42 per cent or 34 per cent alcohol. That 20 per cent of sugar and 20 per cent of glycerin with 42 per cent alcohol extracts more color than 50 per cent alcohol and that glycerin extracts more color than sugar.

*Boyles' results:* The fifteen samples described below were all prepared from the same quantity and from the same lot of Bourbon Vanilla Beans. All samples were made by macerating for thirty days at room temperature (70° F.) and percolating. The color determinations were made with a Kober colorimeter. Where the word "alcohol" is used absolute alcohol is meant.

Table 2—Results showing Influence of Alcohol, Glycerin and Sugar upon color of Vanilla Extract:

Sample Number	Alcohol used	Other ingredients	Ratio of color
1.....	50%	.....	100%
2.....	45%	.....	108%
3.....	40%	.....	104%
4.....	50%	10% Sugar	112%
5.....	45%	10% Sugar	116%
6.....	40%	10% Sugar	116%
7.....	50%	20% Sugar	118%
8.....	45%	20% Sugar	124%
9.....	40%	20% Sugar	120%
10.....	50%	10% Glycerin	112%
11.....	45%	10% Glycerin	122%
12.....	40%	10% Glycerin	122%
13.....	50%	20% Glycerin	124%
14.....	45%	20% Glycerin	124%
15.....	40%	20% Glycerin	124%

These results show the 40 per cent and 45 per cent alcohol extract a trifle more color than 50 per cent alcohol and that in all cases the addition of either glycerin or sugar produces a darker extract—50 per cent alcohol alone or in combination with sugar or glycerin produces less color than either 45 per cent or 40 per cent alcohol alone or with the same combinations.

Forty per cent and 45 per cent alcohol with the addition of 10 per cent sugar extract the same amount of color.

Forty-five per cent alcohol with 20 per cent sugar extracts more color than 40 per cent alcohol with 20 per cent sugar.

Forty per cent and 45 per cent alcohol with 10 per cent glycerin extract the same amount of color.

Twenty per cent glycerin has the same influence on the color irrespective of the alcoholic strength.

In all cases 20 per cent sugar influences the color more than 10 per cent sugar.

In all cases 20 per cent glycerin influences the color more than 10 per cent glycerin.

A menstruum containing glycerin extracts more color than a menstruum containing sugar.

It will be noted that there is some discrepancy in the details of the two reports. The general conclusions, however, are the same and offer convincing proof that more color is extracted from Vanilla beans by adding either sugar or glycerin to the menstruum.

The conclusions presented are general and it is recognized that there may be instances in practice in which the results obtained will not exactly harmonize with the results here reported. With the products of nature, such as Vanilla beans, further complicated by an intricate curing process which brings about chemical changes in the constituents of the beans, it is not possible to predict from experience exactly what results will be obtained under any given set of conditions.

For instance, Smith, working with a mixture of Mexican and Bourbon beans reports that 50 per cent alcohol extracts more color than 42 per cent alcohol or 34 per cent alcohol; while Boyles, working with Bourbon beans, reports that 50 per cent alcohol extracts a little less color than 45 per cent alcohol or 40 per cent alcohol. While the conditions here are not identical the results seem to point to opposite conclusions; however, when it is remembered that different kinds of beans were used and no account was taken of their moisture content it is evident that this may simply be one of the exceptions to the general rule.

The general proposition that the addition of sugar or glycerin to the menstruum causes more color to be extracted is quite conclusively shown.

\*Paper read by Dr. Boyles at the Fourteenth Annual Convention of the Flavoring Extract Manufacturers' Association, June, 1923.

(For other Flavoring Extract News and for the Pure Food and Drug Notes Department see Page 261.)

## BABSON AND BARNES SEE BETTER TRADE AFTER LULL

Midsummer Slackening Only Seasonal and Is Prelude to Fresh and Much Larger Activities, as Viewed by Both Eminent Statistical Expert and the President of the U. S. Chamber of Commerce

ROGER W. BABSON, statistical expert and trade diagnostician, in his surveys of business conditions and outlook for the future finds no false notes in the seasonal letting up in some lines of manufacture and commerce. Here are some of his observations on the general situation:

"It was only a year ago when every one was down in the depths of a business depression. It took courage for us to call the turn for better business when last summer we drew the 'White Line.' We, however, then little realized that the business world would take the change quite so seriously and open the drafts quite so widely. We believed that business was ready for a real recovery, but hoped the recovery would be slow and steady and not such a violent upward movement as the last few months have witnessed. Yet today, with only 60 per cent of the readjustment completed, business is developing an intermediate area above the normal line.

"Notwithstanding our disappointment over this intermediate area, we have kept cheerful. Believing the good sense of the American people, we felt that they would come to their senses and not let the present 'good times' get away from them. Hence we continued bullish even on the stock market, believing that high wages and a new generation coming into money, higher security prices were probable.

"A little review of the situation is in order. As will be remembered late in 1920 general business steadily declined. The year 1920 was a very bad year and the first half of 1921 most concerns suffered. The corner turned in the middle of last year, when the period of readjustment was 50 per cent completed. We then clearly declared that business would improve.

"No one, however, expected that business would jump back so rapidly. All hoped that the period of readjustment would be completed without the intermediate area which developed when the period of readjustment was only 60 per cent complete, and until recently no one was able to determine what the size of this intermediate area would be. The statistics of the last month, however, clearly indicate the intermediate area is fast coming to a close and that we are now re-entering the area of depression, and will complete the readjustment which was started in the latter part of 1919. The area theory requires that the remaining 40 per cent of this readjustment be completed, although it is unfortunate to have the decline abused by unprincipled speculators. Stocks, commodities and labor have been boosted too high and the inevitable reaction is taking place.

"This means that wise business men will now adopt an entirely different policy in their buying, manufacturing, selling and investing from that which they have followed since the 'White Line' was drawn in August of last year. During the latter part of 1921, 1922 and the first half of 1923, indications justified planning for a strengthening in prices and a marked activity in business.

"Today, however, this is no longer true. It should be clearly recognized that this temporary expansion area is over. This is nothing to worry about as the *readjustment must necessarily be completed some time or other, and the sooner the better*. On the other hand, it must be recognized that the tide has changed and that purchasing, manufacturing, selling and investing policies should change to correspond. Methods and policies which were justified two months ago are no longer justified today. Plans of action which were profitable two months ago will probably not be profitable today.

"Statistics certainly indicate that building costs have reached their peak for this year and next year.

"Do not award new building contracts during the next thirty or sixty days. Moreover, if you are now contemplating building, write today to the contractors that you have given the work up for the present. Write your architect today that you shall await lower prices."

JULIUS H. BARNES, president of the Chamber of Commerce of the United States, speaking before the Baltimore Merchants' and Manufacturers' Association, declared that the usual business signs are good, although in the swelling tide of production in the United States ebbs and flows are bound to occur. He said that the self-restraint and caution practiced by American business enterprises within recent months had established a basis which may well presage a new advance in business activity. He said in part:

"We must not forget that in the decade since the so-called pre-war period there have been made tremendous strides both in size and intricacy of operation. America's vast industries need accurate guidance and helpful cooperation as never before. In that decade our population has increased fifteen million, adding that many on the highest standards of living and the largest scale of individual consumption the world has ever seen. That it is a prosperous people and that it is possessed of an immense earning and buying power is shown by increased savings accounts in nine years from six billion to fourteen billion, and in national bank deposits from seven billion to seventeen billion.

*"In such a vast swelling tide of production, distribution and consumption there will be successive waves of ebb and flow. Such fluctuations of activity will prove to be but ripples on the surface of the constantly advancing tide of industrial activity. Indeed it looks as if we had in America by caution and self-restraint preserved in recent months that sound control which has established a foundation for a new advance.*

"The usual business signs are good. There is no credit strain, and with a few exceptions no over-production apparent in any line. After an unfavorable winter and a late spring nature has been kind in crop development, and crops are almost uniformly promising indeed.

"The problem of four million unemployed eighteen months ago has altered to a condition of full employment and good wages, which presage a consumer buying power that must be reckoned with. Meanwhile the inventiveness and resourcefulness of the directing brains of industry continue the typical American process of increasing production of the thousands of articles of human use at greater economy of production costs.

"Electric power which serves all industry sells lower in the market today than the pre-war price and has increased in twenty years its service from two and one half billion kilowatt hours to fifty billion, with the reasonable expectation that in five years more its service to all industry will be rated at one hundred billion hours annually.

"The adjustment of America from its former position of debtor to its present position of a creditor nation, with the necessity of the readjustment of export and import trade which that change implies will produce the usual change of problems in some lines of trade.

"The restoration of Europe to its full buying power for the surplus of our industries would be a great and substantial stimulant. That restoration, slow or fast, is proceeding.

"We have demonstrated in America the great earning power of the automobile and the improved highway.

"We have demonstrated the economy of mass-production which provides more and more things for the average home.

"In every quarter of the world our example will be followed when there is established stability of government, political and social ideals which stimulate individual effort and attract the superior directing brains which put these vast processes in motion to the great enlargement of human possessions and human content.

"Fast or slow, these lessons will be learned and these practices adopted throughout the world and America is equipped to maintain its leadership of that world development."

## TARIFF HEARINGS BEGIN, HIGH CHEMISTRY POSTS FILLED

**Country Bankers Now Enter the Vegetable Oil Controversy—Illinois Glass Co. Denies Monopoly Charge and Armand Co. Answers Federal Trade Board—Synthetic Organic Census—Standards Bureau Begins Dye Test.**

WASHINGTON, July 18.—A few additional investigations of duties under the flexible provisions of the tariff law have been ordered by the Tariff Commission during the last month but none of them affects the perfumery and allied industries. New investigations based on applications for changes in duties include one on magnesium on which a higher rate is desired and another on logs of fir, spruce, cedar, and Western hemlock on which lower duties are asked.

The investigation, based on applications, were ordered without consulting President Harding, but the question of broadening the cotton hosiery inquiry was presented to the President and approved by him just before he left for the North West. The cotton hosiery matter was one of two cases submitted to the President for his approval. The President took no action on the other, which is understood to have related to lemons and their by-products. If the inquiry on lemons had been ordered it is quite possible that it might have proved embarrassing for the President during his visit to California.

### Moot Question Involved in Logs Inquiry

An interesting question is involved in the investigation of duties on logs. There was some doubt on the part of members of the Tariff Commission as to whether the commission had the right to apply the flexible provision of the tariff law to the duty on logs because of the fact that the duty of \$1 per 1,000 feet board measure is in effect a retaliatory duty. To determine the legal points involved the commission has arranged for a preliminary hearing on August 3. Under the law the duty of \$1 per 1,000 feet is imposed, but with a proviso that it shall not apply in case the country from which the logs are imported imposes no export restrictions. The Treasury Department has held the duty to be applicable because of export restrictions imposed by Canadian provinces. Inasmuch as this is a retaliatory duty and not a competitive duty it is pointed out that the purpose for which it is applied might be defeated if the President undertook to reduce the rate by 50 per cent under authority of the flexible tariff. Logs have always heretofore been on the free list. Northwest interests owning timber land in Canada and importing logs into the United States would like the duty removed entirely and as a start in that direction have invoked the flexible tariff provision. The settlement of this legal question will have a bearing on other industries.

In the case of magnesium, which is the lightest known metal and is used as a substitute for aluminum, American producers desire greater protection against Germany. The present rate is 40 cents per pound.

### First Chemical Schedule Hearing in August

The Tariff Commission has ordered a hearing in the investigation of duties on casein on August 13. This is the first hearing to be set on any of the commodities in the chemical schedule. It will be the third hearing to take place, following the one on paint brush handles set for this week and wall pockets for July 24.

The commission has quite a number of its experts in the field both in this country and abroad. The chemical experts who went to Europe some time ago are expected back about September 1. A group of textile experts has left for Europe. Experts on sugar are in Cuba, Porto Rico and Hawaii.

There continues to be no prospect of any actual change in duty under the flexible tariff until well along in the autumn at the earliest.

New opposition to undue activity on the part of the Tariff Commission in proposing extensive revisions of duties has sprung up among bankers of the country. What is known as the American Bankers' League has been formed at a meeting in Washington with an announced charter membership of 9,000 banks. Charles B. Claiborne, a banker of New Orleans, is chairman of the organization committee.

### Bankers Enter Vegetable Controversy

Formation of the bankers' organization was announced through the Southern Tariff Association which has been protesting against investigations by the Tariff Commission into duties on vegetable oils and other Southern products on which high protection was provided in the tariff law. The connection of Mr. Claiborne with the organization makes it appear likely that a considerable number of country banks will take part in the movement. While Mr. Claiborne is president of a national bank in New Orleans he has figured prominently as leader in the fight on behalf of the country banks against the par check collection system of the Federal Reserve Board.

Mr. Claiborne said that the purpose of the new organization is to express views collectively on the economic problems of government, especially on the tariff, taxation and fiscal policies. One of the first activities will be to oppose a general revision of the tariff law by means of the flexible tariff. Mr. Claiborne asserted that the present policy of reopening schedules, if continued, would result in destroying the credits of the producers of the nation.

### Two High Government Chemistry Posts Filled

Vacancies in two Government offices of importance have just been filled. Dr. Charles A. Browne, of New York, has been named chief of the Bureau of Chemistry of the Department of Agriculture, which has been open for just two years, and C. C. Concannon has been appointed Chief of the Division of Chemistry of the Bureau of Foreign and Domestic Trade of the Department of Commerce. (More about Dr. Browne's appointment will be found in our Pure Food and Drugs Notes on page 261.—ED.)

Mr. Concannon has been with the Department of Commerce since September, 1922, when he came to Washington as assistant chief of the Chemical Division.

He is a native of Boston and was graduated from Harvard University in 1911. While at Harvard he specialized in chemistry. On leaving school he sold heavy chemicals in New England for Brewer & Co., of Worcester. Later he became associated with the Takamine Laboratories and took an active part in the management of that enterprise. In connection with that work he spent two years in Japan and China.

In his work Mr. Concannon has had close contact with the sale of chemicals both for export and for the domestic market. As a result of his intimate knowledge of the chemicals and chemical raw materials produced in the Far East, he took a leading part during the war in the movement to draw upon the much-needed supplies of potash, starch, phosphorus, iodine and other materials which were available in that part of the world.

Since Mr. Concannon joined the Chemical Division soon after it was set up, he has had an important hand in directing its activities. He developed a monthly list of dye imports reaching the port of New York. That work has now been expanded to include all articles in paragraphs 27 and 28 of the tariff act. In the near future it is planned to obtain this information from all other ports. He pointed out to his superiors the advantages which would accrue from the dispatch to Paris of a special trade commission. This led to the sending of Dr. F. E. Breithut on such a mission.

Mr. Concannon has plans well advanced for increasing the scope of the work done by the Chemical Division. He is establishing numerous contacts with the industry and is

seeking ways for extending the usefulness of the service. He hopes to begin in the near future a series of monographs on chemical industries. In each of these monographs the relationships of our industries to the situation in a particular country will be set forth.

#### Illinois Glass Co. Denies Monopoly of Trade

Answering the Federal Trade Commission's complaint of unfair competition, the Illinois Glass Co., Alton, Ill., operating plants at Alton and Chicago Heights, Ill., Gas City, Ind., and Bridgeton, N. J., admits that it has acquired large blocks of stock in certain other concerns manufacturing glass bottles and the like, but denies that by such acquisition it has violated the Federal Trade Commission law or the anti-trust laws, as alleged in the complaint, or that its acquisition of stock of other concerns as set forth "has a dangerous tendency to unduly hinder competition and to create a monopoly" or "has tended to make respondent a controlling factor in the glass bottle business in the United States," but to the contrary the glass company states that in all its plants, including those so acquired, it manufactures less than 20 per cent. of the glass bottles manufactured in the United States.

The Illinois Glass Co. took over Lewis Bros. Co., an Illinois corporation, in its entirety in 1922, according to the answer; while 1,400 shares of the capital stock of the Illinois-Pacific Glass Co. of California were bought in 1902; 501 shares of the capital stock of the Woodbury Glass Co. were acquired during the years 1905 to 1910, and disposed of in 1918; all of the outstanding shares of the capital stock of the Chicago Heights Bottle Co., an Indiana corporation, during the years 1904 to 1913; all of the assets, properties and plant facilities of the Thompson Bottle Co. were transferred in 1913, after acquisition of 750 shares of the Thompson capital stock and the remaining 750 additional shares in 1913; and in 1920 the company took over all the assets and properties (excepting cash on hand and in bank and certain securities) of the Cumberland Glass Manufacturing Co., Bridgeton, N. J., the More-Jonas Glass Co. and the Minotola Glass Co., also New Jersey corporations.

The company declares in its answer that such acquisition of stock, plants and so on of the concerns named was solely in the interests of expanding business, growth of sales of its products, business expediency in having plants located near the demand for the product, and other factors held to be legitimate reasons.

#### Desist Order Issued Against "French Ivory"

A cease and desist order has been issued by the Federal Trade Commission against the Holsman Co., of Chicago, Ill., a concern engaged in selling at wholesale various lines of merchandise including novelties and toilet articles. According to the commission's order the concern marketed under the term "French Ivory" various articles composed in whole or in part of celluloid or similar material. The commission found this practice to be misleading to the public and unfair to competitors who truthfully describe articles of a similar character.

The commission's order reads as follows:

"That the respondent, the Holsman Company, a corporation, its officers, agents and employees, do cease and desist from directly or indirectly advertising, representing, labeling, or branding as 'Ivory,' articles offered for sale or sold by it, its agents or employees, unless such articles are, in fact, made or composed of ivory."

#### Armand Co. Denies Trade Board Charges

Claiming that the practice of refusing to sell its products to dealers who do not resell them at prices suggested by it "is not an unfair method of competition within the meaning of Section 5 of the Federal Trade Commission Act," the Armand Company, of Des Moines, manufacturer of toilet articles, has replied to the charge of the Federal Trade Commission, which alleged that this practice was in violation of the law. The company denies the allegation of the commission that it has used means and methods to secure the maintenance and enforcement of these resale prices which involve co-operation with its distributors and customers.

#### Synthetic Organic Chemical Census

The annual census of dyes and other synthetic organic chemicals issued by the Tariff Commission shows that the industry made notable progress during 1922. Although the census deals chiefly with the production of dyes, data is included relative to the production of various other coal tar chemicals, including perfumes and flavors, and also relative to synthetic organic chemicals of non-coal tar origin, including those used in perfumes and flavors.

The total production of seventeen firms making perfumes of coal tar origin was 793,148 pounds in 1922 compared with 119,335 pounds in 1921. The total production of flavors made by twenty firms in 1922 was 1,215,668 pounds.

The total output of dyes and other finished coal tar chemicals in 1922 by 164 firms was 88,361,131 pounds compared with 51,457,565 pounds by 147 firms in 1921. The 1922 figure represents a 75 per cent increase over that of the previous year. The sales for 1922 total 69,107,105 pounds, valued at \$41,463,790. The size of the industry in 1922 is in sharp contrast with that of 1914, when only seven firms manufactured a total of 6,619,729 pounds, valued at \$2,470,096.

The census states that conspicuous progress has been made within the last few years in the development and manufacture of synthetic organic chemicals of non-coal tar origin. This includes acids, alcohol, esters, ketones, aldehydes, etc., which are used as medicinals, solvents, perfumes, flavors, and in many industrial and other processes. This field, the report states, holds high promises of further expansion, and it is expected that many new products of great economic value will be manufactured and placed on the market. The production of synthetic organic chemicals other than those derived from coal tar during 1922 was 79,202,155 pounds as compared with a production in 1921 of 21,545,186 pounds.

The report states that many coal tar products were manufactured for the first time in this country in 1922, and there were conspicuous reductions in prices, as well as large increases in the quantity produced. The increase in dye production during 1922, it is stated, was largely due to the increase in general business activity.

It is stated that there was a large increase in the production of tricresyl phosphate, which is used as a substitute for camphor in the manufacture of pyroxylin plastics. Although these products are not used to replace camphor for all purposes in this industry, their future development by the coal tar industry will overcome, at least to some extent, the monopoly on camphor which Japan has held in the past.

The production of tar is greatly in excess of the requirements of the dye and coal tar chemical industries.

#### Standard Bureau Takes Up Dyes Tests

Announcement has been made that the Bureau of Standards will undertake to establish a standard for commercial dyes and a standard of methods for testing dyes which can be used to insure the purchaser of uniformity in the dyes he buys. W. D. Appel, an expert on dye chemistry, has been appointed to carry on the work, and a well-equipped laboratory has been placed at his disposal. The work is being done in co-operation with a committee composed of representatives of the industries interested, and standards will ultimately be adopted which will be satisfactory to both manufacturer and user. Work has already been begun on about twenty of the most widely used dyes representing about one-half the total of dyes used in America and about one-third of the total value. Represented on the advisory committee are the dye manufacturers, the textile manufacturers, the dye section of the American Chemical Society and the American Association of Textile Chemists and Colorists.

#### New Tariff Receipts Eclipse the Record

Figures on government receipts for the fiscal year ended June 30 show that even the most optimistic estimates as to custom receipts under the new law have been exceeded. Customs receipts during the fiscal year were much larger than for any previous year in the history of the government, aggregating \$561,928,866.66 as compared with \$356,443,387.18 during the fiscal year 1922, the previous high record.

## NEW ALCOHOL REGULATIONS BEING REVISED CAREFULLY

**Advisory Committee's Close Scrutiny Bares Many Potential Trouble Makers—Not Engaged in Bootleggers' Hunt as Sensational Papers Reported—Important Notice on Permit Renewals—New Formula for Deodorants**

WASHINGTON, July 18.—As a result of action by the new Alcohol Trades Advisory Committee, Regulations 60, applying to the manufacture, distribution and use of pure non-beverage alcohol, now appear likely to be revised in a manner which will be satisfactory to the alcohol users. The Advisory Committee gave careful consideration to a tentative draft of the revised regulations at meetings on July 10 and 11.

Many objections were found to the phraseology of various parts of the regulations. Proposed changes are to be taken up with the officials of the prohibition unit by a special committee representing the Advisory Committee and including in its membership the resident representatives in Washington of the various interested trade associations. The full Advisory Committee will be called together again when the sub-committee is ready to report.

The Advisory Committee did not make public the details of its discussions. A general announcement was made relative to the action of the meeting. It was stated that it was early apparent that many changes in the proposed regulations are desirable, and that a large number of changes were proposed by individual members and approved by the committee.

### Committee Confers with Head of Bureau

Following the lengthy meeting on July 10 the committee on July 11 met with Internal Revenue Commissioner David H. Blair, with whom the subject was gone over in considerable detail. Mr. Blair requested the committee to appoint a sub-committee to confer with officials of the Prohibition Unit for the purpose of presenting the views of the committee and securing a mutual agreement as to the final form of the draft of Regulations 60.

All of the members of the Advisory Committee were present except William J. Schieffelin of New York, representing the National Wholesale Druggists' Association. W. L. Crounse held his proxy.

In selecting the sub-committee it is the understanding that only one or two members of the Advisory Committee were included, and that the other members are the resident representatives of the national associations in the alcohol using industries.

It was the original expectation of the officials of the Prohibition Unit that the revision of Regulations 60 would be completed in time to become effective on July 1. The magnitude of the task has been greater than anticipated, and the beginning of the new fiscal year having passed there is no special incentive to put the new code into operation at any particular date in the near future. Speculation as to when the new code will take effect centers around October 1 as the earliest possible date.

### Many Snags Discovered in Draft

It is the understanding that officials of the Prohibition Unit in preparing the revision of Regulations 60 have not attempted to make radical departures from the regulations as they now stand, but that in codifying and revising the document much new matter has been interjected which examination discloses may prove ambiguous or a cause of unintended embarrassment to the trade.

It is regarded as a certainty that if the tentative draft had not been made available for the consideration of the Alcohol Trades Advisory Committee many controversies would have developed with the promulgation of the new regulations. Assurances by Commissioner Blair give every reason to believe that the suggestions of the Advisory Committee will be approved, and that the final draft will be whipped into such shape as to be entirely workable.

It is stated that there is no immediate intention of revising similarly Regulations 61 which relate exclusively to denatured alcohol. The reason why Regulations 61 are

not under revision is understood to be that regulations in the first instance were drafted in collaboration with several experts of the industries in which denatured alcohol is produced and consumed. Regulations 61 have proved much more satisfactory to the trade than have Regulations 60, dealing with pure non-beverage alcohol as distinguished from denatured alcohol, which have constantly required amendment.

One of the protests of flavoring extract manufacturers relative to the revised draft of Regulations 60 concerned a provision which, according to report, would have abolished double strength Jamaica ginger altogether and would place U. S. P. ginger extract in the category of intoxicating liquors. It is understood that as a result of protests the tentative draft has been modified so as to permit double strength Jamaica ginger to be used as heretofore and single strength Jamaica ginger can continue to be sold as provided by regulation.

### Committee Not In Anti-Bootlegging Hunt

Sensational reports having been published in many papers to the effect that the Alcohol Trade Advisory Committee had been appointed as a first step in a nationwide campaign to end the bootlegging industry, so that legitimate users of alcohol might escape regulations which are "increasingly onerous," and would become an instrument in the hands of the Prohibition Unit to aid it in its work of running down violators of the dry law, William A. Sailer, chairman of the committee, has taken occasion to correct the impression produced by these reports. In speaking about the aims and purposes of the committee, Mr. Sailer said:

"The committee's purpose is rather to see that legitimate chemical industries obtain enough alcohol for manufacturing uses with a minimum of trouble. Indirectly, it may assist the government in putting out of business mushroom concerns whose activity under the guise of general drug distribution is to provide bootleggers with alcohol. The committee's function will be entirely advisory. It will make suggestions to the Prohibition Commissioner concerning the procedure to be followed in issuing permits for the manufacture or importation of alcohol or distilled spirits. It also will advise the Government as to a basis of decision on the good faith of future applications for permits."

### Improvement in Control of Tax-Paid Spirits

Prohibition Commissioner R. A. Haynes has issued a comprehensive survey of the withdrawal situation which he says shows a very notable improvement in control of the withdrawal of tax-paid spirits. The statement in part follows:

"Records show that withdrawals for the present fiscal year, at the rate existing during the first ten months just past, are only a third as much as those of the preceding fiscal year, which, in turn, were approximately only a third of those for the fiscal year of 1921. Figures for the three fiscal years are as follows: Alcohol, high wines and cologne spirits 22,639,355.7 gallons for 1920; 26,275,969.4 for 1921; 16,391,489.6 for 1922; and the estimated amount of 10,773,970.16 for 1923. Withdrawals of whiskey, gin and brandy for 1921 amounted to 8,809,134 gallons; for 1922, 2,096,175.6 gallons; and for 1923, the estimated amount of 1,861,152.9. (For the ten months of this fiscal year the alcohol, high wines and cologne spirits withdrawn amounted to 9,003,204.34 gallons, and withdrawals of whiskey, gin and brandy amounted to 1,517,345.3 gallons.)

"Comparing the first four months of the present calendar year with the same period of the two previous years, Commissioner Haynes shows that in 1923 the total withdrawals were less than half of those in 1921. The figures were given as 8,654,734 gallons for the first quarter of 1921; 5,000,995 gallons for 1922, and 3,958,216 for 1923."

Commissioner Haynes also states that the total withdrawals during the three years since prohibition show a reduction of slightly more than 75 per cent over the amount

withdrawn during the three years immediately preceding the effective date of the National Prohibition Act.

#### Important Permit Renewal Announcement

Commissioner Haynes has issued the following announcement concerning applications for renewal of permits:

"1. Wide publicity among all permittees should be given to the fact that the Regulations require applications for the renewal for the year 1924 of permits which expire December 31, 1923, to be filed during the months of July and August, which is two months earlier than heretofore. If application is not filed before September 1st, it may then be filed up to November 30th only by consent of the Commissioner, which will not be granted except for good cause shown; after that date no application for renewal may be filed, and further permit privileges may be obtained only by application for, and issuance of, a new permit.

"2. Publicity should also be given to the fact that, under the terms of Section 15, (a), of Regulations 60, as amended by T. D. 3398, the preparation of the application for renewal may be made very simple. Such applications shall be in triplicate on Form 1404, according to the same procedure as that elsewhere described for new permit applications, *except, however*, that such applications shall expressly state that all statements made in the original permit application and in all supporting statements are still true except in the particulars set forth, and in such case the statements which continue to be true need not be repeated in the applications to be filed. Where any exhibits are on file, such as the advertising matter and commercial label mentioned

in Section 64, such exhibits need not again be filed unless a change is to be noted."

"3. The attention of Directors is called to the provisions of Section 16, (d), in regard to expediting the work of investigation and issuance of renewal permits. The requirements of the Regulations in regard to investigations are explained in Prohibition Circular No. 192, and unnecessary expense and delay should be avoided in the enforcement of the law in accordance with the Regulations as thus explained and interpreted."

#### Special Formula No. 3-B Modified

Specially denatured alcohol formula No. 3-B has been modified, effective July 26, to read as follows:

"To every 100 gallons of pure ethyl alcohol add 1 gallon of Pine Tar (Pax Liquida U. S. P.)"

#### New Formula 4-A for Deodorants, Etc.

The following formula, to be known as specially denatured alcohol formula No. 4-A, is hereby authorized for use in the manufacture of fungicides, insecticides, deodorants, and substances of a similar nature:

To every 100 gallons of ethyl alcohol, add 0.5 gallon benzol, and 1 gallon of the following solution: 5 gallons of an aqueous solution containing 40 per cent nicotine; 0.4 pound acid, yellow dye (fast Yellow Y); 0.4 pound tetrozyl brilliant blue, 12 B. Conct. Water to make 100 gallons.

(For benzol specification see specially denatured alcohol, formula No. 2-B.)

(Analytical requirements for denaturants in the above solution, see specially denatured alcohol formula No. 4.)

## FOREIGN TRADE CHANCES FOR OUR TOILETRY INDUSTRY

WASHINGTON, July 18.—Factors to be met in attempting to market toilet and perfumery preparations in South Africa are summarized in an article prepared by the Chemical Division of the Bureau of Foreign and Domestic Commerce, based on a number of reports from American consuls. The article follows:

"At present the bulk of South African imports of perfumery and toilet preparations comes from Great Britain. In 1920 South Africa received perfumery to the value of \$3,006,636 and toilet soap worth \$267,930. In 1921 imports of perfumery totaled \$1,085,527, classified in the customs statistics as 'perfumed spirits' 'spirituous perfumery,' and 'nonspirituous perfumery.' Of this amount Great Britain's shipments were valued at \$518,184, and the share of the United States was reported as \$310,639, France and Germany making up the balance. The strongest American competition was in the nonspirituous perfumery, the value of the British imports being \$366,146, and the American, \$302,516. Toilet soaps worth \$160,050 were imported in 1921, Great Britain entering this trade to the extent of \$93,213 and the United States sending \$51,045.

#### Outlook Favorable for American Perfumers

"While Great Britain has been predominant in South African imports of perfumery and toilet preparations, indications are favorable that the United States may obtain its share of trade. The British success, to a large extent, seems to be due to the systematic efforts which they have made to secure this trade by sending out direct representatives or by placing their agency in the hands of a reliable person to whom they give a liberal allowance of advertising material for the purpose of introducing their products and keeping them constantly before the public.

"A number of complaints have come to the attention of the American consuls in South Africa which indicate that certain American firms have been rather careless in the selection of their agents. For example, one American firm placed its agency on a commission basis with a South African retail firm because it could guarantee a certain amount of business, due to its established trade. However, as this firm was a retail concern, other retailers refused to deal with the agency, regarding it as their competitor. Consequently the market for this particular manufacturer's goods was limited so far as that locality was concerned.

There also have been cases where the American exporter failed to keep his agent properly supplied with sufficient advertising material. South African firms are adverse to dealing with any so-called merchant-agent firms, and any American exporter placing his agency with such an organization is necessarily handicapped in obtaining a full share of the business in that market.

"The chief difficulty in marketing a new brand or article in South Africa is to get it in the hands of a distributor who can and will push it. In general, it may be stated that most of the importing is done by a few well-organized, financially strong, importing and merchandising firms. These usually buy outright, import on their own account, carry heavy stocks, and distribute to dealers all over the Union of South Africa. They have branches in all of the important centers and have separate departments to handle their varied lines. Many of these concerns purchase through manufacturers' agents as well as direct. Some of the wholesale drug companies import a large part of their stocks direct.

#### Market Includes a Million of White Folk

"An idea of the extent of the market is afforded by statistics giving the total population of the Union as about 7,000,000, of which only 1,000,000 are white. The colored population have a low standard and therefore a small buying power.

"The cities are separated by considerable distances, and the commercial traveler finds expenses considerably more than in the United States in proportion to the distance covered and commercial calls made. The principal cities are Johannesburg, with a total population of 288,131, including 151,836 Europeans; Cape Town, with 207,400 inhabitants, 113,302 of whom are Europeans; Durban with 146,310, of which number 57,095 are reported as Europeans; and Pretoria, having 74,052 total population, 45,361 being Europeans. Port Elizabeth, Kimberley, and East London each have a European population of about 20,000 persons."

#### India as a Market for American Toiletries

Information relative to the market for toilet preparations in India is given by the chemical division of the Bureau of Foreign and Domestic Commerce as follows:

"American toilet preparations maintain a well-deserved popularity in India. The principal country supplying toilet

(Continued on page 242)

## SELLING BY MAIL: PREPARATION OF DIRECT-BY-MAIL LITERATURE AND HOW TO SEND IT OUT

EIGHTH OF A SERIES OF ARTICLES WRITTEN FOR THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW  
BY LEROY FAIRMAN, MERCHANTISING ADVERTISING EXPERT, NEW YORK.

Direct-by-mail advertising matter is sent out by two classes of manufacturers; those who "get out" something when occasion arises or the spirit moves, and those who systematically issue series of advertising letters, folders, booklets, etc., mailed at regular, predetermined intervals.

Both classes must have, to begin with, a mailing list. It is of importance that a mailing list be composed of live names. Concerns which have gone out of business, or men who are dead or have gone to parts unknown, are poor prospects from whom to solicit business. Sending them expensive advertising material, month after month and year after year, is a costly matter, an utter waste. An obvious fact; but nevertheless it is a common practice to let a mailing list run for years without any systematic effort to correct it and bring it up to date.

When possible, the name on the mailing list should be that of an individual, the buyer, purchasing agent, or whoever he may be, who actually makes the decision and signs the order. Mail matter addressed to a company may never get beyond the clerk who opens the mail; if addressed to an individual, it will stand a good chance of reaching his desk, even though it bears only a one-cent stamp.

### Correct Spelling of Names Important

The names on a mailing list should be spelled correctly. Addressing J. G. Thompson as J. B. Tompkins makes that person hot under the collar. If he ever sends you an order it will be because nobody else can furnish the goods at your price.

There are three ways of securing a good mailing list. You can buy it of companies making a specialty of compiling them. As a rule, such lists are as correct and reliable as a mailing list is ever likely to be. You can compile a list from trade directories and similar compilations. You can slowly create one by gathering names from your salesmen's reports, from the responses to your advertisements in the trade papers, and in other similar ways.

However you secure your list, treat it with respect, and command respectful treatment on the part of the concerns and individuals whose names compose it. Before you spend a lot of money circularizing your list; before you send expensive catalogues or long series of advertising matter to the people on it, get out a letter telling 'em you are going to do it. Tell 'em you have put their names on your list. That you want to send them, from time to time, advertising matter which you believe they will find interesting and useful, but that you want to make sure that they are interested, and *do* want to get your stuff. Therefore, will they please indicate on the enclosed card whether or not they desire to remain on your list, and the correct individual to whom your communications should be addressed?

This letter will bring out some useful information. You will find, by the responses, that you have some deadwood on your list; that you have some individuals' names wrong, some addresses wrong. **CORRECT YOUR LIST** carefully from these responses. And, later on, when other responses, inquiries and orders come in, check carefully with your list so as to keep it up to date. Be particularly careful to take from a non-customers' list every concern which has sent

you an order. That name then belongs on your customers' list—to receive catalogues, price lists, etc., but *not* to receive letters and circulars asking for business. A good way to lose a customer is to send him a bright red folder asking him why he don't give you some business, especially if it reaches him a few days after he has sent you a nice fat order.

Write to customers now and then, especially if you fear they are being lured away by some wicked competitor, and tell them you appreciate the orders they have sent you and want their business, but don't keep them on a mailing list where they will receive the same sort of solicitation your non-customers receive.

Having sent out a letter to the names on your mailing list, asking whether the recipients desire to receive your advertising matter, you will be confronted by the fact that not all have replied, and that probably many who failed to reply are possible customers whose names should remain on your list. Very well; let them remain; take off no names except those who have replied in the negative. Once a year, or oftener, send out a similar letter. If your advertising matter, sent out in the meantime, was interesting and useful, you will get a far higher percentage of responses of a favorable nature, and very few of a negative nature. If, after two or three such appeals, no answer is received; if, in the meantime, several pieces of advertising matter have elicited no response, it will be safe to remove the non-responding concern from your list—unless you know that it is a live, going, well rated concern whose business you really want and deserve to have.

### Cut Out the Junk, Get Down to Business

So much for the mailing list. Now, in case you belong to that class of manufacturers which only "gets out" something when occasion arises or when the spirit moves, let us see what you send, and how you send it.

Probably you get out a catalogue once a year, or less frequently. Let's have a look at it. Is there a picture of your main plant on page 2? Are there group pictures of your branch warehouses, or manufacturing plants, in Allentown, Peoria, Dallas and Colorado Springs on pages 3 and 4? Is there a picture of your 1922 salesmen's convention on page 5? Are pages 6 and 7 taken up by a history of your house, or a lot of boasting about your past performances and future prospects?

All junk, brother, all junk! Cut it out, and get down to business. The man who gets that catalogue is anxious, feverishly anxious, perhaps desperately anxious, to sell goods and make money. Can you help him? If so, for Heaven's sake tell him how!

He can buy picture books at any book store; he studied history when he went to school; he doesn't care two hoots in Hoboken about your plants, or the year you began to do business, or the fact that you sold 700,000 gallons of Gazoozulum in 1922. All he wants of you is information on just one point—what can you tell him or sell him that will help him make more money!

Make your catalogue tell him that, and tell him quick. Make your booklets or circulars tell him that. Just that,

and nothing more. Tell him with some spirit, some fire, some enthusiasm, so that he won't go to sleep as he reads, but don't wander far from the main issue, and don't linger along the way to pin bouquets on yourself.

The chief purpose of your catalogue is to show by pictures, and tell in clear, plain terms, just what you have to sell to the man who gets it. But that is a purely selfish purpose. The man at the other end, when he opens your catalogue, is looking for something that will help him make more money. That's the main issue, the big idea, to keep in mind every minute you are preparing your catalogue. If it fails in that respect, it fails in every respect.

The nature and character of your catalogue depends upon the type and character of your goods. For beautiful goods, a beautiful catalogue, for simple goods, a simple catalogue; for heavy bulk goods a catalogue suggesting stability and permanence. In dimensions, however, it will be best to follow the general trend of the times, which calls for a book  $8\frac{1}{2}$  inches by 11, or thereabouts. You may think some other size would be more attractive, or would suit your special purpose better, but as a rule manufacturers in all lines of business are standardizing catalogue sizes in the dimensions mentioned above, and an odd size catalogue doesn't fit the file which the buyer is most likely to use, and for that reason is liable to get lost, mislaid, or filed where it will not be at hand when wanted for consultation.

#### Systematic Business-Getting Campaigns

Having sent out your catalogue, you will probably follow it up now and then with price lists, circulars relating to new goods, special offers or information of a timely nature, etc. It will be well to make these of the same dimensions as your catalogue, so that they may be filed handily with it. It will be observed that the size suggested— $8\frac{1}{2}$  x 11—is that of the regular business stationery; if any of your circular matter is of the multigraphed letter class, it too will file neatly with your other literature. If you follow this plan, all your business communications of a general nature may be filed handily together, which will please the buyer of orderly mind, and make it easy for him at any moment to consult every piece of advertising matter you have sent him.

So much for the man who only "gets something out" now and then. Now, let us consider the case of the man who desires to use the mails for systematic business-getting campaigns.

What has been said above with regard to the mailing list applies, of course to him. But at that point he parts company with the "now and then" man. For he must adopt, and religiously follow, a carefully considered, systematized plan.

Some years ago I was connected with an advertising concern which specialized largely in planning, executing and mailing direct-by-mail campaigns for manufacturers in many lines of business, and the suggestions which follow are based upon information gained by carefully checking and comparing the results secured by our clients.

In order to secure the best results, series of advertising matter should be sent out at absolutely regular intervals, so that they will reach the recipients at practically the same dates each month.

The proper interval between pieces is not less than two weeks nor more than three.

Letters, carefully produced and filled in with the names of the addressees in a manner which exactly matches the body of the letter, produce better results than printed matter—

but a series composed solely of letters soon "peters out." The results soon begin to fall off; the reason being that, as the letters all look alike, they become an old story, and are cast aside without being read.

The series composed partly of letters and partly of printed pieces, holds up much better. As the printed pieces are different in physical appearance, they get attention and are read. The letters, coming along with less frequency, do not become a too familiar part of the recipient's mail; they too get attention and are read.

The correct proportion is usually two or three pieces of printed matter to one letter.

An occasional four page letter, with the letter multigraphed on the first page and pages two, three and four occupied by strongly illustrated printed matter, gives an upward spurt to returns.

#### Grouping Strong Points Attractively

An occasional booklet, telling in full the story which the other pieces of the series tell in a fragmentary way, shows excellent results. It should however, be entertainingly written, neatly printed, and illustrated attractively.

An occasional big, smashing broadside, illustrated in poster style, and vivid with strong splashes of color, gives profitable variety to a direct-by-mail campaign. There are some lines, obviously, to which advertising of this theatrical type is not suited.

Pictures of the goods themselves are an almost essential feature of all illustrated direct-by-mail advertising. The mail order people have a saying to the effect that a good picture is worth a thousand words of description.

But pictures of the goods are likely to have *selling* value, but not enough *attention* value. Printed matter, in order to gain and hold attention, needs illustration designed for that special purpose. Bold, striking illustrations of the poster style; cartoons, perhaps of an appropriately humorous nature, and novel effects in design and arrangement catch the eye and often gain a reading for that which should otherwise be thrown away. If such things are done cleverly enough, they often lie around on a buyer's desk for weeks, to be shown to visitors as something new and novel. Sometimes they are tacked on the wall, where they remain indefinitely.

Colored stock, even for letters, brings better results than white. Two color illustrations, on a tinted stock, bring better returns than one color illustrations on white. More than two colors are unnecessary unless it is thought best to show goods in their exact colors, or there is some special reason for getting out an elaborate and unusually beautiful and artistic piece of matter.

#### Individuality Must Supplement General Rules

As to sizes, shapes and general physical appearance of direct-by-mail advertising, there are no set rules; the nature of the business, the purpose of the campaign, and similar conditions call for individual treatment. Cards and folders of various kinds and dimensions may be used, but there should be in every direct-by-mail series, some family resemblance, some connecting link of similarity in stocks, illustrative treatment, or typography, that will identify every piece of matter as a part of the series. When it comes to the desk of the recipient, he should recognize it at once as coming from *you*, and it should be good enough so that he will be glad to see it!

The time when a mailing series reaches the point of diminishing returns depends altogether upon the nature of the proposition advertised. I have known a series to go out to a list of 10,000 every other week for eight years without showing any diminution of returns. Of course the list had been subject to constant changes during the long period, and it was a big job to get out such a tremendous amount of matter and make it interesting enough to continue to pull — but it was done, and it paid wonderfully.

As a general thing, a series of direct-by-mail advertising does not begin to show what it can do until six or seven pieces have gone out, and a dozen pieces will skim the cream off the profitable returns. But that is only a generality; everything depends upon what is being advertised, and the ability of the man behind the work to make the series interesting, convincing, and sufficiently diversified to keep up the interest of those who receive it.

## LAURENT NAUDIN, ORIGINATOR OF LIQUID CONCRETES\*

By Dr. G. BLANC, Dr.-es-Sciences, Director of the Chemical Manufactures of Lautier Fils, Grasse

The three years which have just slipped away have seen important developments in the manufacture at Grasse of concretes by extracting the flowers by means of volatile solvents. The factories installed for this purpose were in 1914 no more than 14; at the present moment they number 20. Parallel to this increase the cultivation of flowers has extended bringing to the district an accession of activity and prosperity. The processes worked today are well known, and although certain manufacturers claim that their installations are superior to their neighbors' and thus permit them to obtain a finer product, a higher yield or an economy of solvent, or of steam, or of labor, I personally believe that there is nothing in it, and that thanks to improvements introduced by each in his own particular department they all work under very good economic conditions, and all produce concretes of excellent quality.

However, we ought not to forget the eminent man to whom we are indebted for the prosperity which this industry has reached and the facility with which it is worked today. We owe this recognition to Laurent Naudin, who laid the foundation stones nearly 45 years ago. Apart from mechanical details, nothing has been changed, and as we shall see Naudin foresaw even at the outset the best arrangement to adopt, an arrangement which is found essentially in all modern plants.

Naudin was born at Havre in 1845, and studied at Rouen, where Girardin's course of chemistry set him on the right path for his future attainments. We find him at Paris in 1868 in the laboratory of Prof. Ballard, of the College de France. At this time he began his researches on the acetyl derivatives of the proximate vegetable principles and of the sugars. These researches were carried through in collaboration with P. Schutzenberger, at that time assistant to his old master. In 1875 Naudin began to give his attention to perfumes. After more than four years' work, during which he received the assistance of Schneider, he in 1879 made his discovery public in patent No. 130,137, entitled "New Commercial Method of Extracting Perfumes in Vacuo and in the Cold."

The idea of extracting floral perfumes by means of an appropriate solvent was certainly not new. In 1835 Robiquet had found that Jonquil flowers yielded to ether their perfume in all its delicacy. (*Journ. de Pharm.* T. 21, p. 335.)

This discovery was allowed to be forgotten, and no industrial importance was attached to it. It is not absolutely certain, but it probably served as a starting point to Millon, chief of the Central Chemical Laboratory at Algiers, who, in 1856, undertook a general study of the extraction of perfume from flowers by various solvents, e.g., chloroform carbon bisulphide, ether, methyl and ethyl alcohols, benzene, etc.<sup>1</sup> The results obtained were so distinct that industrial exploitation of the process was immediately decided on. Unfortunately the manipulation of large quantities of solvents in open vessels was so dangerous and occasioned such heavy loss that it was abandoned. Naudin with remarkable prescience conceived the idea of working in closed vessels.

The apparatus described in Patent 130,137 consisted essentially of an extractor formed of a closed receptacle with a

pannier for holding the flowers; of a decantor and an evaporator. The extractor having been charged, the cover was replaced and sealed by a joint and a slight vacuum created by the vaporization of the solvent. After a contact of about a quarter of an hour that part charged with the perfume is directed by means of the vacuum into the decantor where the water contributed by the flower separates. Finally it runs into the evaporator by gravity.

Naudin understood the injurious action of heat on perfumes. Further he proposed to effect distillation of the solvent at a low temperature (ordinary temperature) lowering his boiling point by means of a vacuum. It was therefore necessary to have a source of artificial cold for the condenser.

In the first place this necessitates extra machinery and expense, while the results are uncertain, but it must be taken into account that the solvent, at from — 15 deg. to — 20 deg. C. when circulating in a special apparatus, cools the solution of concrete previously extracted with alcohol, and separates the wax. The influence of low temperature distillation cannot be denied, and it is not at all certain that we are right today, when, yielding to the desire to simplify and economize, we are content to separate the concrete and solvent at a temperature in the neighborhood of 100 deg. C. at atmospheric pressure.

As regards the solvent Naudin mentioned ethyl chloride, methyl chloride and the light fractions of American petroleum. In fact he is the true inventor of the concrete. How much then does industry owe to him? Not only has he invented, but he has created the pure absolute perfume by getting rid of the waxes by solution in cold alcohol. Moreover, we recognize in his description the exact apparatus used at the present time.

Naudin further anticipated the recovery of the solvent remaining in the flowers after exhaustion by an appropriate heating of the mass. Also in two later publications (*Bull. Soc. Chim.*, 1882, T38, pp. 586-600, and *Moniteur Scientifique*, Feb., 1883, p. 174) he returns to the subject, giving the working details that one might believe were written today.

Hardly had the Naudin patent seen the light than it became the prey of imitators. Obliged to defend his property he gained justice in the Court of Appeals after losing his case in the first court. The expenses of the litigation, however, left him without resources, so that, disgusted with the adventure, and faced with the impossibility of carrying out the further work which he had announced, he abandoned his discovery, and let his patent lapse. Thus may be applied to Naudin as to many others the proverb, "*Sic vos non vobis mellificatis apes*" (Thus you toil, not for yourselves, but making honey like the bees).

The restricted scope of this article prevents following Naudin into the many researches which he undertook later. We may note, however, that he was delving with equal success in the toxicity of alcohols, the deodorization of oils, viscosity, etc. Meanwhile, he collaborated with Quesneville in the *Moniteur Scientifique*, where his reports were always much esteemed. It was in that journal that he sustained with Berthelot a sharp contest of wits which the intellectual world recollects, and which did not always prove to the advantage of the illustrious Perpetual Secretary of the Académie des Sciences. This is excellent proof of the independence, disinterestedness and the frankness of which Naudin all his life gave so fine an example. He lived solely for science and for truth. Born poor, he died poor after having helped to build the fortunes of many. Let Perfumery remember that to him she owes a part of herself.

\*From the London Perfumery and Essential Oil Record.

<sup>1</sup>Petroleum was scarcely known at this time.

## JULY REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, July 6.—Following is the report for July on floral products and essential oils in this region:

### Orange

Increased prices in all the products made from orange blossoms have appeared since our last report. As we stated then, the deficient harvest of last May did not permit the manufacture of the usual quantities of neroli, pomades and concretes. The manufacturers have had to be content with very small quantities of flowers from this subnormal harvest and to notify their friends that they would probably be unable to satisfy all the demands of the consumers.

The stocks, already low, were further depleted by important negotiations made by American houses which bought neroli, principally, and also other orange products in large quantities.

The market price is clearly tending upward and, as in a few months all the products of the last harvest will certainly be used up, a noticeable increase in all of the products obtained from the flowers of the bigarade orange tree is to be anticipated.

### Rose

As was the case with orange blossoms, the rose harvest has been noticeably deficient. We gave the reasons for this also in our preceding report.

As the result of equally large purchases made by American and English houses, the quantity of rose products is today very low and a certain rise in the price is to be expected.

The news we receive from Bulgaria is very pessimistic. Late frosts have seriously endangered the harvest of the months of May and June and we estimate this deficit at 30 per cent. In addition to this condition which makes the market price higher, allowance must be made for the present high exchange rate, the Bulgarian leva having recently risen considerably. As this increase occurred before the revolution, on account of the very large exportation of tobacco, we are forced to conclude that the revolution will consolidate Bulgarian credit in foreign markets and that the leva will certainly be maintained at a high rate. At present absolutely pure oriental otto of rose, as distinguished from the commercial quality generally met with on the markets of the world, is dearer than the Grasse rose absolute. As a consequence, the rose products from Grasse will not decrease in price, but, on the contrary, will increase, and will do so to a considerable amount.

### Jasmin and Tuberose

The growing season for jasmin has begun. The plants appear to be very healthy, but it is too soon to judge of the crop. The picking will commence toward the end of the month, if the temperature is a little better than it has been recently, when the evenings have been very cool. No matter how large the coming crop may be, prices appreciably higher than those of the last season are to be expected. Not only is there none of last year's product left, but the demands of the workers for picking the flowers have become excessive. The labor which must be done in the heat of the sun is difficult; moreover the specialized workmen demand extremely high wages and it is impossible to do without them.

On the other hand we must remember that the plantations will no longer last from fifteen to twenty years as did those before the war. The old plantations, which represent more than three-fourths of the existing plantations, go back to 1910-1913. During the war these plantations suffered from lack of care and every year it is recorded that whole plantations disappeared. They were evidently replaced by new ones, but these cost very high prices and will not produce anything for a number of years. It is therefore certain that

last year's market price represents the minimum below which the jasmin products will no longer fall.

Although the cultivation of the tuberose offers great risks, we must admit that these are less than in the case of jasmin. The picking is very much quicker and requires less manual labor. Nevertheless it is not to be expected that last year's price will be very much reduced, because the stocks are very low and because the market price of the flowers will remain high.

### Geranium

The increase in the price of the Réunion oil continues. This commodity has reached prices which are excessive and which exceeded the market price of the Algerian oil that normally should always be dearer than that from Réunion. It is astonishing to watch the rise of this oil, whose cost price is much less than that of the Algerian oil and hence even lower compared to that of the Grasse oils.

No increase in the price of the Algerian oil is recorded, although the stocks at the source are not very large.

The geranium from Grasse is always advantageous, not only for its strength of odor, but especially from the point of view of its present market price, which is low out of all proportion to the price of the geranium oil from Réunion.

### Petitgrain

In our last report we prophesied an increase in all petitgrain oils. This appeared in accordance with our predictions. The Grasse oil is very scarce and the large sales made several months ago have almost liquidated the stocks on hand as well as those which are still to be made.

The difficulties of transportation in the interior of Paraguay make it very difficult to bring the merchandise to Buenos Aires, so that the opportunities for disposal are greatly reduced and an increase in price occurred some weeks ago.

### Mint

The rise of the pound sterling has caused an increase in the cost of all mint oils. At the present rate of exchange Japanese mint has reappeared at extremely high limits so that the finer mints must follow this upward movement.

As for the Grasse mint, a higher price is expected than that of last year. There was not very much planting done last spring on account of the low demand of the preceding year.

### Lavender

The harvest will be delayed on account of the cool weather which continues in the mountains and which in some places caused frosts when the new plants were scarcely up and too tender to withstand this late cold.

There is no stock of the last crop left, or rather the quantity left unsold is of slight importance. Therefore there is every probability of prices higher than those of last year.

The same is true for the oil of aspic.

### Summary

The movement of the trade noted in the preceding report continues. Very important transactions have taken place in all the rose and orange blossom products. An increase in the price of all the products in general must be expected.

The fall of the French franc will make buying still more interesting to American and English consumers, so that an even greater amount of business is to be anticipated during the coming weeks.

### Preservation of Essential Oils

S. Damiéville, writing in *Schweizerische Apotheker-Zeitung*, notes that in addition to the usual precautions in keeping essential oils, such as the exclusion of air and light, it is often advisable to add a certain amount of pure absolute alcohol. Generally, mixing the oil with an equal volume of 95 per cent alcohol is sufficient. For a few oils, the use of absolute alcohol, or of a greater degree of dilution, is advisable.

## SOLUBILITY OF VOLATILE OILS IN AQUEOUS MEDIA\*

By SIMON MENDELSOHN, Ph.C., F.A.I.C., Cincinnati, Ohio

The experimental data recorded in this publication were obtained from investigations concerning the solubility of certain volatile oils in aqueous solution, with particular reference to the medicated waters of the Pharmacopoeia.

The official type process for the preparation of aromatic waters<sup>1</sup> consists essentially of the three following consecutive operations briefly enumerated:

- (1) Trituration of the oil with talcum.
- (2) Addition of water with continued trituration.
- (3) Filtration.

Digression from the official method relative to the empirical selection of the requisite absorptive media, is provisionally conceded upon conformity of the finished preparation with the authoritative requirements.

The descent of a solvent through the oil-impregnated absorptive during filtration, presents the fundamental aspects commonly involved in the extraction (washing) of a partially soluble precipitate. The amount of oil remaining in the talcum, preceding the passage of the solvent, is totally dependent upon the number and volume of the aliquot portions of menstruum applied.

The vertical pressure, in funnel filtration through conoidal paper, varies at every instant, and the area decreases three times as fast as the rate of diminution in the volume of the liquid contents. For example, when one-half of the liquid contents has been filtered through, the filtering area has decreased to one-sixth of the original exposed area.

The quantity of oil removed with each unit volume of filtrate is fairly constant, providing the temperature is consistent with the volatility of the components ordinarily involved.

The infinitely small amounts of essential oils in solution in the finished product considered in conjunction with their characteristic degree of volatility, cannot be determined by the usual methods of physical quantitative procedure.

Quantitative data were subsequently obtained by resorting to the usual volumetric chemical methods, which procedure was conducive to concordant results.

### EXPERIMENTAL

The average specific gravity of the official aromatic waters was determined as 1.009—subject to uniform laboratory conditions. The insignificant quantity of essential oil or its water-soluble constituents is not totally responsible for the elevation of the gravity factor. The specific gravity varies primarily commensurate with the purity of the talc employed.

The presence of considerable suspended matter derived from purified talc was proved by microscopic examination of residues obtained by evaporation of small quantities of the waters immediately preceding filtration. The residual impurities in U. S. P. IX Talc can be further eliminated to a greater degree by a third or fourth repetition of the general method of purification.<sup>2</sup>

A saturated aqueous solution of oil of gaultheria was ultimately adopted as a criterion for future investigations along these lines. This was deemed advisable, in consideration of the distinct characteristic color reactions readily obtainable with the water-soluble constituent of the original oil.

Of the numerous volatile oils examined, gaultheria was found to possess the maximum volume of water-soluble matters, consisting of, from 85 to 99 per cent of methyl salicylate  $\text{CH}_3(\text{OH})\text{COOCH}_3$ [1:3]. A solution of ferric chloride produces a rich bluish violet coloration with water previously agitated with the oil.

The reaction affords ample facilities for the direct colorimetric quantitative method which was subsequently dis-

carded in preference to the more adequate volumetric procedure.

The official assay process for gaultheria is based upon the determination of the intensity of the acid reaction by neutralization to phenolphthalein with alcoholic V. S. potassium hydroxide. A saturated aqueous solution of the oil was prepared according to the official type process, using a highly purified form of talcum. The methyl salicylate contents of the oil were previously determined by the U. S. P. IX Assay<sup>3</sup> to be 99 per cent. The filtrate was repeatedly percolated through the oil-talc mixture upon a strong porous filter medium to insure maximum saturation. The specific gravity of the filtrate was found to be 1.0065.

A 25/0-cc portion of a representative specimen of the product was removed to an Erlenmeyer flask of 240/0-cc capacity and 20/0-cc of N/10 V. S. alcoholic potassium hydroxide added. Phenolphthalein T. S. was then added and the contents of the flask were thoroughly agitated, and then titrated with N/10 V. S. hydrochloric acid. Each cc of N/10 alkali consumed, corresponds to 0.015206 gram of methyl salicylate.

The filtrate was found to contain 0.060824 per cent. of methyl salicylate in aqueous solution, corresponding to 0.0001980 per cent of gaultheria

—United States Pharmacopoeia, Rev. IX, page 272.

### INVESTIGATIONS OF THE GERMICIDAL EFFECT OF MOUTH WASHES AND TOOTH PASTES

By DR. FRANZ DITTHORN and DR. CARL DEGENER.

The results of the investigation of the germicidal power of ten mouth washes and two tooth pastes may be summarized by the following conclusions:

1. All ten of the mouth washes tested, as well as both tooth pastes, in the various solutions or suspensions coming into actual use and at ordinary room temperature, exercise no effect at all or only an insufficiently sterilizing one on pathogenic germs, as well as on putrefactive and fermentative organisms. One of the tooth pastes was actually rich in bacilli and spores.

Three mouth washes (perhydrate, permanganate and thymol emulsion) possessed germicidal power for certain bacteria, but had no effect on a series of micro-organisms which can enter the human body through the mouth.

2. By using warm solutions or suspensions (35° C.) individual mouth washes have a better disinfecting action for a few kinds of bacteria, but this action is not in any way sufficient for practical conditions. Perhydrate, potassium permanganate and thymol emulsion, even in warm solutions, are still ineffective against a few kinds of bacteria. In fact, potassium permanganate acts somewhat less effectively in the warm than in cool solutions.

3. Only perhydrat and katharol were effective in checking bacterial development. In the case of the other preparations no hindrance to bacterial growth occurred.

4. In testing for the germicidal efficiency with respect to normal mouth bacteria, some of the mouth washes succeeded in decreasing these micro-organisms considerably.

5. The mouth bacteria which are pathogenic for mice (pneumococci) were not killed off or reduced sufficiently after the treatment of the mouth by any of the ten mouth washes as to delay the death of the animals experimented upon, compared to the control animals.

6. Finely-divided meat, used to simulate the oral mucous membrane, could not be protected from decay by any preparation within the period of 23 hours.

7. The mouth washes tested in this investigation, when used in the ordinary way (one minute of rinsing), are not able to kill the majority of the germs of disease and of those causing decay in the mouth. However highly their other properties may be valued, they are not mouth disinfectants.—Seifensieder-Zeitung.

\*Journal American Pharmaceutical Association, XII, 5, 116.

<sup>1</sup>United States Pharmacopoeia, Rev. IX, page 60.

<sup>2</sup>Remington, "Practice of Pharmacy," 1892, page 1171.

## AMERICA'S LEAD GROWS IN NEW TALC INDUSTRY SURVEY

Department of the Interior, Bureau of Mines, Washington, has just issued Bulletin 213, entitled "Talc and Soapstone; Their Mining, Milling, Products and Uses," 133 pages, illustrated and fully indexed, by Raymond B. Ladoo, mineral technologist of the Bureau of Mines. Pictures and descriptions of the plants of the Sierra Talc Company (formerly the Inyo), the Pacific Coast Talc Company and numerous others are given in this comprehensive survey of the industry.

The United States is at present producing approximately two-thirds of the world's supply of talc, a mineral which enters into the making of an astonishing number of every day articles, states the writer, who has completed a study of the technical problems involved in the mining and utilization of this material. Probably the largest single use of talc is as a filler or loading material in paper, he finds. The manufacture of newsprint consumes the largest quantities, but talc is used also successfully in many papers, from the cheapest to the finest grades. For use in paper, talc must be procurable at a price about equal to that of the best white clay; but paper makers could afford to pay slightly more if the talc is retained in paper better than the clay.

Talc has been used for a number of years as a filler in the manufacture of mixed or ready-prepared paints. At first it was used secretly and was regarded as an adulterant; but gradually by actual tests and impartial research it was found that talc had valuable properties that really improved paints used for some purposes. To-day paint chemists regard talc as a paint material of great value.

Talc suitable for sawing into crayons and pencils is found mainly in North Carolina and Georgia, but some pencil stock is produced in Vermont, Maryland, Virginia, and California.

Although the uses of talc and soapstone are many and varied, few of them are considered by the Bureau of Mines as essential in the sense that no substitutes can be used, but several are of great importance. Massive, close-grained talc, free from iron and grit, is cut into blanks and baked, forming the material used for gas tips and electrical insulation, commercially known as lava. The hardness of lava, its resistance to heat, acids, and alkalies, and its great dielectric strength make it very useful for electric insulation, and no satisfactory substitute for it has been found.

The widest use of talc is in the powdered form. The value of ground talc depends upon color (whiteness), uniformity, fineness of grain, freedom from grit, "slip," and sometimes freedom from lime. White talc, free from grit and iron, and low in lime, ground to about 200-mesh, is used largely as a filler for paper, rubber, and paint. Ground talc and soapstone are used for foundry facings, either alone or mixed with graphite. A coarser grade is used in the manufacture of asphalt-coated roofing felts and papers, both as a filler and as a surfacing.

The highest grade of ground talc is used as toilet powder, whiteness, fineness of grain, freedom from grit and lime, and a good "slip" being essential. Ground talc is also used in dressing and coating cloth, in making soap, rope, twine, pipe-covering compounds, heavy lubricants, and polishes. Massive varieties of talc, pyrophyllite, and high grades of soapstone are cut into slate pencils and steelworkers' crayons. French chalk or tailors' chalk is a soft, massive variety of talc. In China, Japan, and India, massive talc is carved into grotesque images and other forms and is often sold as imitation jade.

Talc is a hydrous magnesium silicate; it is often called steatite, soapstone, or potstone, and by the trade names talc clay, agalite, asbestine, and verdolite. The term talc may be used to include all forms of the pure mineral, whereas

steatite denotes particularly the massive, compact variety, and soapstone the impure, massive form that often contains only 50 per cent of talc. Talc ranges in color from pure white and silvery white through gray, green, apple green, gray green to dark green, also yellow, brown, or reddish when impure.

Talc and soapstone, with pyrophyllite—usually sold as talc—are widely distributed over the earth. Deposits are known in nearly every country, but production on a commercial scale has been confined mostly to the countries having highest industrial development. Of the total for the world, the United States produces about 65 per cent, France 13.4 per cent, Italy 7.4 per cent, Germany and Austria 5.4 per cent, and Canada 4.7 per cent. Vermont has the largest known talc reserves of any producing state, over 7,000,000 tons being reported from only two companies. The most important deposits of talc of toilet grade in the United States are in California, Washington, and possibly in North Carolina and Georgia.

### FOREIGN TRADE CHANCES FOR OUR TOILETRY MANUFACTURERS

(Continued from page 236)

preparations to India is Great Britain. The United States however, is second in order of importance, and Japan and France follow. An idea as to the volume of Indian trade in toilet preparations may be had from the statistics in this report and from the fact that during the fiscal year ended March 31, 1922, American goods of this type represented 30 per cent of the total value, while American shaving soaps, dental preparations, and kindred articles dominated the bazaar trade. Whenever the natives have gone against tradition and tried the American articles they have continued their use.

"The best marketing method is through an active agent. The principal cities for importation are Bombay, known as the 'gateway of India,' Calcutta, and Karachi. Madras is an important trade center in the south and imports considerable quantities direct, but goods on sale there are often obtained through importers, either in Bombay or Calcutta. Delhi (the capital) is important as an island distribution center. Quotations are usually made c. i. f. sterling prices being preferable when this quotation is made. However, f. o. b. may be quoted, but in that case an approximate estimate as to the transportation costs should be given.

"All articles under this classification are subject to an import duty of 15 per cent ad valorem, which helps to keep prices up. In many cases dealers are wont to charge unmercifully, and as a result turnover inevitably suffers. This factor should be carefully considered in appointing an agent.

"The total imports of perfumery for the period beginning April 1, 1922, and ending December 31, 1922, were valued at 255,360 rupees, while those of toilet preparations amounted to 2,910,035 rupees."

### No Perfume Factories in Turkey

There are no manufacturers of perfume and toilet articles in Turkey, according to the American Chamber of Commerce for the Levant, which calls attention to the fact that the trade in this line is very important, Constantinople importing annually perfumes, face powders, toilet soap, shaving creams, dental preparations, face cream, brilliantine and rouge in large quantities. At present this trade is largely divided among France, Germany and England. Cheap perfume is practically controlled by Germany. The principal trade of English firms is in toilet soap. Trade in brilliantine face cream and rouge is monopolized by France.

### Cannibalistic

"My dear, listen to this," exclaimed the elderly English lady to her husband on her first visit to the States. She held the hotel menu almost at arm's length and spoke in a tone of horror: "Baked Indian pudding! Can it be possible in a civilized country?"—*Atlanta Journal*

## IMPORTANT LAW SUITS ON TRADE MARKS AND NAMES

### TRADE WORDS IN JOURNAL TITLES

An interesting suit regarding the use of trade words in titles for periodicals has just been decided in Illinois. The Superior Court of Cook County has denied the use of the word "Candy" as a name or as part of a name of publications issued by Earl R. Allured and the Candy Manufacturer Publishing Company of Chicago. This decision was rendered in a suit brought by the Boyles Candy Publications, of Chicago, publishers of *Candy*, *Candy Factory* and *Candy Jobber*. The decree of the court, in part, read as follows:

"The Defendants Earl R. Allured and The Candy Manufacturer Publishing Company, a corporation, their officers, agents, servants and employees, and all claiming by, through or under them and each and all of the same are hereby perpetually enjoined and restrained from publishing, issuing or circulating a trade journal under the name 'The Candy Manufacturer,' from using in connection with the publication, advertising, offering for sale, sale or distribution, of trade journals as the name or designation or any part of any name or designation, the word 'Candy' or any other word so similar as to be calculated to induce the belief that the Defendants' product or trade journals is the Complainant's; from the use of the name 'The Candy Manufacturer Publishing Company,' or of any name of which the word 'Candy' forms a part, and further from doing any act or thing tending to bring the Complainant's trade journals into disrepute, or issuing any statement, advertisement or circular which may be calculated to induce the belief that the Defendants or their publications are the Complainant's, and that writs of injunction issue accordingly."

### Corporate Names

The Supreme Court of Alabama has held that the Harris Transfer & Warehouse Company, in adopting that name and in attempting to benefit from the business of the Harrison Transfer Company, is guilty of unfair competition, notwithstanding that one of its stockholders bears the name Harris. The United States courts have previously held that a stockholder of a corporation has no right to employ his name in such manner as to confuse the public with regard to another older corporation in the same general line of business activities having the same or similar name.

### "Hava" and "Uneeda"

The Court of Appeals of the District of Columbia has held that the word "Hava" as a trade mark for biscuits is not deceptively similar to the word "Uneeda" used on the same goods, inasmuch as the words do not look or sound alike and do not signify the same things. In commenting upon the citations of the plaintiff the Court remarked that no general rule of decision can be drawn in matters of this character, but that each case must proceed on its own facts.

### Descriptive Terms

The United States District Court, Western District of Pennsylvania, has upheld the many decisions referring to the use of descriptive terms as trademarks by holding that "Dyanshine" for leather polish is descriptive and that the use of the words "Dye and Shine" for similar products is, therefore, no infringement. The Court also held that the use of a descriptive term in a limited territory does not give its user the benefit of protection under the guise that it has obtained a secondary meaning as indicative of the products of the user.

### "Quaker City" and "Quaker Maid"

In a suit brought by the registrant of the trade mark "Quaker Maid" to prevent the registration of the word "Quaker City," both being employed upon candy, the District Court of the United States, Eastern District of Pennsylvania, has allowed the registration of the latter, particularly in view of the fact that "Quaker Brand" was previously registered for the same commodity.

### COTY'S BOUTAY INJUNCTION IS DIVIDED

The order for a conditional injunction granted to François Coty against Irving L. Shafran, trading as the Boutay Co., by Judge Julian Mack of the United States Court for the Southern District of New York, was signed July 10.

The order enjoins the Boutay Co. from making or selling or offering for sale any perfumes, compacts or toilet preparations with the use of the trademark "Coty" or the trademark "L'Origan" and from using the trademarks in connection with such perfumes, compacts or toilet preparations in any manner, *except* that the Boutay Co. may continue to sell a *mixture* of toilet water and extract in the manner "hereunto permitted by the order of the court."

An examination of the record discloses clearly what this manner is. Thus, Boutay was permitted to use on the labels of its bottles and on placards the following statement to designate a mixture of Coty's unaltered perfume extract and of Coty's unaltered toilet water sold by Coty, if independently mixed and rebottled by Boutay: "Boutays are guaranteed to contain a mixture of original Coty's extract and Eau de Toilette, only mixed and rebottled by Boutay Co., New York, wholly independent of Coty." Permission was also given to use the names of the various odors and there were other provisions relating to the size of type, etc., to be used on the labels.

Mr. Coty announces through his attorneys, Mock & Blum, that an appeal from the recent ruling will be taken in the autumn. The Boutay Co.'s counsel is Jacob M. Schoenfeld.

### Caron Corp. Sues to Protect Its Name

Caron Corp., New York City, has begun a suit in the United States District Court for the Southern District of New York, against Importers Exchange, Inc., New York City, to restrain the latter from rebottling Caron perfumes in small vials. Evarts, Choate, Sherman & Leon, solicitors for the Caron Corp., have retained Mock & Blum as consulting counsel.

Mo M. Jahiel, general manager of the Caron Corp., states that the company will take legal steps at the same time to protect its exclusive ownership of the trademark "Narcisse Noir."

### "Phospho" and "Phospho-Soda"

The word "Phospho" was registered in the United States Patent Office in 1902, and the word "Phospho-Soda" in 1916, and both uses have been continuous. The owners of the trademark "Phospho-Soda" claim use of the word since 1894 and brought infringement suit against the owners of "Phospho." The United States Circuit Court of Appeals, Fifth Circuit, has dismissed the suit, holding that where complainant delayed for nineteen years the bringing of an action knowing that defendants' trademark was registered and in use, it is therefore barred from a right to relief.

### "Adorable" and "Adoree"

In a trademark opposition proceeding in the United States Patent Office between Melba Manufacturing Company and Billingsley, the Assistant Commissioner of Patents has held that the word "Adorable" is not registrable, it being admitted that the goods are the same and that the marks are so similar as to be likely to cause confusion. It was claimed by applicant that opposer uses both "Adoree" and "Ador Me" upon the same goods, but it was held that this fact does not affect the situation.

### "Flaky Krust" is Descriptive

The Assistant Commissioner of Patents has held that the word "Flaky Krust" is descriptive, although the product covered by the trademark is a powder and not a crust, because if the goods make flaky crust for a pie, the goods may be referred to as flaky crust goods and hence the term is used in the descriptive adjective sense.

*(Additional Trade Mark News will be found at the end of the Official Patent Report on page 260.)*

## ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

### AMERICAN CHEMICAL SOCIETY

The Autumn meeting of the American Chemical Society will be held with the Milwaukee Section at Milwaukee, Monday, Sept. 10, to Friday, Sept. 14, inclusive. All divisions and sections are planning meetings. The local committees have nearly completed their arrangements and an interesting program together with instructive excursions is assured. It is hoped to have at least fifteen hundred members present. Headquarters will be in the Pfister Hotel and meetings will be held in Plankinton Hall. Reduced railroad rates will be available.

The Agricultural and Food Division will participate in two joint Symposia: With the Industrial Division on "Bread" under Dr. H. E. Barnard, during the first half day divisional meetings, and the whole of the second day, with the Fertilizer Division. The Section of History of Chemistry has been promised important communications by prominent teachers and authors.

### Chemical Salesmen Hold Outing

The Salesmen's Association of the American Chemical Industry held its annual outing in the grove at Price's Hotel, near Long Branch, N. J., June 23. About fifty members enjoyed the trip and clambake, which was held out of doors. Following the clambake athletic sports were enjoyed and Thomas G. Grady won the individual quoit-throwing contest. In the pipe race which involved lighting the pipe and running about a hundred yards Nagel, Dunning and Lind were the prize winners. Vocal selections were rendered by F. J. Signer and Thomas Brady, which included also group singing led by John Chew and Fred Signer.

The association chose the committee to select the tickets for the annual election of officers to be held at the first meeting in the autumn as follows: Chairman, John Chew; F. P. Summers, George A. Bode, A. J. Binder, W. I. Doan, H. B. Prior, and C. H. Hazard. The election of officers will take place at the September meeting to be held during the week of the Chemical Exposition.

### Organic Chemical Makers Hold Outing

The annual outing of the Synthetic Organic Chemical Manufacturers' Association was held July 13 at the Wyandotte Inn, Belleport, L. I. Tennis, sailing and swimming were enjoyed by the forty-five members attending, but a golf tournament participated in by half the gathering was the athletic feature of the day. The regular monthly meeting of the dye trade and crudes and intermediates sections was held in the morning. Dr. C. H. Herty, president of the organization, presided.

### Electrochemists to Meet at Dayton

The autumn meeting of the American Electrochemical Society will be held September 27 to 29 at the Miami Hotel, Dayton, Ohio. The technical meeting will be devoted to a symposium on "Electrochemistry of Gaseous Conduction." Complete information about meeting may be got from Dr. Colin G. Fink, secretary of the American Electrochemical Society, Columbia University, this city.

### Disinfectant Makers Rename Association

The midsummer meeting of the Insecticide and Disinfectant Manufacturers' Association was held in June at the Statler Hotel, Detroit. It was decided to shorten the name to Disinfectant Manufacturers' Association. C. C. Baird, president, presided and forty-five members attended. Interesting papers were read and discussed. The annual meeting will be held in December in New York City.

### Colloid Chemists Meet in Wisconsin

The First National Symposium on Colloid Chemistry, held at the University of Wisconsin in Madison, Wis., June 12 to 15, was attended by 150 chemists from all over the United States and Canada. The twenty-five papers presented were listened to attentively and discussed extensively.

### NATIONAL PAPER BOX MAKERS MEET

H. O. Alderman, of the Alderman-Fairchild Co., Rochester, N. Y., was re-elected president of the National Paper Box Manufacturers' Association, at the fifth annual convention and trade exposition held recently in Indianapolis. Frank Stone, of Philadelphia, was chosen vice-president and A. W. Hutton, also of Philadelphia was elected treasurer. More than 400 persons signed at the registration desk and the meeting was a success in every way. Mr. Alderman presided only at the opening session, being called home by the death of his wife's brother.

Addresses were delivered by President Alderman, W. W. Baird, secretary and others, covering topics of immediate trade interest. The banquet at the Claypool Hotel was extremely enjoyable.

Among the exhibitors were the Arabol Mfg. Co., New York; National Gum & Mica Co., New York; Hampden Glazed Paper & Card Co., Holyoke, Mass.; Bendix Paper Co., New York; Louis DeJonge & Co., New York; Nashua Gummed and Coated Paper Co., Nashua, N. H.; Springfield Glazed Paper Co., Springfield, Mass.

### Olive Oil Association Elects Officers

The Olive Oil Association of America met recently in New York and elected the following officers: L. J. Scaramelli, president; C. A. Tosi, vice-president; G. F. Romeo, treasurer, and John E. de Redon, secretary. Directors: D. Antolini, of D. Antolini & Co.; H. T. Asche, of Von Bremen, Asche & Co.; Henry W. Caragol, of Manuel Caragol & Son, Inc.; R. U. Delapenha, of R. U. Delapenha & Co., Inc.; John E. de Redon; E. H. Locatelli; George O'Hara, of La Manna, Azema & Farnan; R. Piperno, representing F. Bertolli, Lucca, Italy; Col. G. Porges, of Strohmeier & Arpe Co.; G. F. Romeo, of F. Romeo & Co., Inc.; L. J. Scaramelli, of Scaramelli & Co., Inc.; C. A. Tosi, of P. Pastene & Co., Inc.

The association passed resolutions approving the crusade against frauds in the trade and protesting against the Federal Bureau of Chemistry's new ruling No. 393, permitting the use of the term "salad oil" on all edible vegetable oils, which it will endeavor to have revoked. The trade practice of using 3,430 kilos of 7.56 pounds as the equivalent of a gallon of olive oil was approved.

### N. W. D. A. Goes to Cleveland in October

Cleveland will be the mecca for wholesale druggists October 8 to 12, the occasion being the forty-ninth annual convention of the National Wholesale Druggists' Association. Headquarters will be located in the Hotel Cleveland. Rates of one and one-half fares contingent on an attendance of 250 have been secured on the certificate plan.

### New York Chemists' Club

The Chemists' Club, this city, has issued an attractively bound year book for 1922-1923 containing lists of the officers, trustees, committees, past presidents, constitution and by-laws, house rules, list of members and necrology.

### Chicago Association Holds Stag Party

The annual stag outing of the Chicago Perfumery, Soap and Extract Association was held at the Blue Heron, Waukegan Road, Glen View. The entertainment committee offered a fine program which was heartily enjoyed.

### Asheville Mecca of Pharmacists

Members of the American Pharmaceutical Association are looking forward with much interest to the annual meeting at Asheville, N. C., September 3-8. Many of them will motor to the popular mountain resort. An interesting program is being prepared.

### Specialty Men to Meet in September

The board of directors of the American Specialty Manufacturers' Association at a recent meeting at Washington, D. C., decided to hold the annual convention of the Association at Minneapolis on September 26, 27 and 28.



Warren E. Burns, treasurer of Morana Inc., New York, just returned from a six weeks' pleasure trip with Mrs. Burns to the coast. They visited the Grand Canyon, Yosemite Park and Yellowstone Park. Mr. Burns, who is one of the live wires of the supply industry, was as deeply impressed as President Harding with the majestic beauty and natural wonders of the great West.

F. E. Holliday, special representative of the National Wholesale Druggists' Association, with Mrs. Holliday, had a pleasant rest of a few days recently at Cape Cod, making their headquarters at Falmouth Heights.

François J. S. Coty, the French perfumer, has added new laurels to his civic fame. He now is a Senator of France.

This is one of the highest political honors within the gift of the Nation and it is one that Mr. Coty has felt would be extremely agreeable to him, for the Senatorial toga is bestowed only with great discrimination by our sister republic. President and Premier, and the Cabinet are only just a bit more higher in the scale of rank than Senator. Moreover Mr. Coty defeated a most formidable opponent, Adolphe Landry, a former Cabinet Minister and now

FRANÇOIS J. S. COTY

the Vice President of the French Chamber of Deputies. The election was held in Corsica on July 8 and the contest, as may be imagined with two such notable men as rivals for the honor, was extremely heated and oftentimes somewhat bitter. It was won by Mr. Coty by a majority of six votes. Three years ago the seat was lost by Mr. Coty by only three votes. It should be noted that the voting is restricted to Notaries, Mayors and similar officials so that the poll is very much smaller than would be the number of votes cast in a general election. Mr. Coty naturally has been receiving numerous congratulations on his success.

Mr. and Mrs. Addington Doolittle are back at Croton-on-the-Hudson after an automobile tour covering more than two thousand miles and spread over a month. Mr. Doolittle is the treasurer of Compagnie Parento, Inc., and the trip was laid out to combine a little business with considerable pleasure, the touring being done through Pennsylvania, Ohio and New York State, and the itinerary being prepared to cover some of the regions in which Parento, Inc., has clients. Mr. Doolittle reports the journey a success from every angle.

Albert Verley, Isle Saint Denis (Seine), France, contributes an interesting resume on "The New Outlook of the Perfume Industry" on page 14 of the two-page announcement of Delphi Products, Inc., New York, American agents for the synthetics manufactured by the house of Verley.

G. A. Pfeiffer and C. A. Nadelhoffer, of the firm of Richard Hudnut, the New York perfumers, are now on a European tour to investigate conditions on behalf of their organization. While in France they met at Chateau de Juan-les-Pins Mr. Richard Hudnut, the founder of the business, whose success and world wide reputation for perfumes and toilet articles he himself ascribes partly to the Grasse floral essences which he used very largely in the getting up of the perfumes he originated. As a matter of



G. A. PFEIFFER

fact he was the first American perfumer who did not hesitate to import the Grasse perfumes on a large scale.

Although he has retired from business Mr. Richard Hudnut still takes an interest in the Grasse manufactures, and, in company with the new proprietors of the business, he motored to the City of Perfumes and once more went through the plant of Roure-Bertrand Fils. Mr. Hudnut pleasantly recalled his last visit in 1914 when he attended the inauguration of the firm's new administration building and he was the first gentleman of distinction to sign Roure-Bertrand Fils Livre d'Or.

Both Mr. Hudnut and Mr. Pfeiffer were favorably impressed by the growing importance of the centenary concern, the improvements of its manufacturing processes and the originality of its scientific researches in the perfumery line.

Mr. Pfeiffer and Mr. Nadelhoffer continued on their trip to Italy and are expected to be back in New York City about the end of August.

The new address of W. J. Bush & Co.'s Boston office is 173 Milk street. H. S. Bragdon is in charge of the firm's interests in the New England territory.



RICHARD HUDNUT

V. Vivaudou, Inc., which was to have held a salesmen's convention in July, has postponed the event until December. An informal meeting of the district managers was held July 16.

Dr. E. G. Thomssen has resigned as vice-president and manufacturing superintendent of Lightfoot-Schultz Co., Hoboken, to accept a position with the J. R. Watkins Co., Winona, Minn., beginning August 1. He will be in charge of the soaps and toilet preparations of the Watkins Co. Through his numerous articles we have published from time to time on various subjects of interest to the industry, Dr. Thomssen is well known to our readers. He has been with the Lightfoot-Schultz Co. for more than ten years. The employees of this company pleasantly surprised

him upon his departure by presenting him a handsome solid gold watch, suitably engraved, as a remembrance of their esteem of him.

Dr. Thomssen is a graduate of Columbia University from which institution he also obtained his Ph.D. degree. At various times he has been instructor of chemistry at Columbia; color chemist for the Farbenfabriken of Elberfeld Co., and research chemist in the United States Department of Agriculture. His experience with the Lightfoot-Schultz Co., who are leading manufacturers of soaps and toilet preparations mostly under private label, has been large and varied. Much of the success of this company is due to his efforts. Dr. Thomssen enters a field of larger opportunities and we are sure his host of friends join us in wishing him great success in his new position.

Herewith meet Mr. A. C. Lansing, who becomes Associate Conductor of our SOAP SECTION to collaborate with Dr. Thomssen in the future course of this important feature of our journal, made necessary by Dr. Thomssen's long westward change of habitat for his personal activities, as well as our desire to give our readers the best of everything in all departments. Mr. Lansing has been in close touch with Dr. Thomssen for some time and has contributed several excellent articles to our SOAP SECTION, so he is not a stranger in the fold. Since March, 1922, Mr. Lansing has been with the Lightfoot Schultz Co., of Hoboken, as

chemist and now is in charge of the chemical and experimental work of that company as a result of the reorganization following Dr. Thomssen's departure from that organization. Mr. Lansing has an A.B. degree from Cornell, where he specialized in chemistry, and was a fellow in chemistry

at the Colorado School of Mines, besides having had other connections of equal importance before going to the Schultz laboratories. He is a member of the American Chemical Society, the New Jersey Chemical Society and an associate member of the American Institute of Chemistry. We bespeak of cordial welcome for Mr. Lansing by our clientele.

A gift of \$200,000 by John D. Larkin, president of the Larkin Co., Buffalo, N. Y., to Lafayette College, Easton, Pa., to endow the John D. Larkin and Frances H. Larkin professorship of chemistry, has been announced by the college. In accordance with the conditions of the trust four-fifths of the income is subject to an annuity for one life, the other one-fifth of the income will be immediately available for the work in chemistry.

A. Boake, Roberts & Co., Ltd., Carpenters Road, Stratford, London, E. 15, England, manufacturers of synthetics and isolates, invite applications from American firms that would be interested in representing them in this country.

O. A. Brown, president of the O. A. Brown Co., Inc., essential oils, New York, returned home on the *Paris* June 23 from a two months' business and pleasure tour. He thus

commented on his observations abroad: "General business in France is not good, but that which is of particular interest to us, the natural flower product, is, of course, beginning to resume its pre-war activities. The neroli or orange blossom crop this year was very good and they sold at a reasonable price which, of course, accounts for the decline in the price of neroli as well as liquid absolute orange.

"The perfume industry, however, is confronted with a condition in France that may become more or less disturbing. As I understand, there is a co-operative association in which the peasants are a part, that they refer to as a syndicate of growers. This syndicate or co-operative association raised the price on rose this year 200 per cent, which, of course, has accordingly increased the price of liquid absolute rose. This syndicate has not yet made a definite price for jasmin, but they are talking of 14 francs per kilo, which will materially advance the price of jasmin. They do not anticipate, however, much change on the other flower products.

"I found the French people are working hard trying to rebuild that part of France that was practically totally destroyed when the Germans invaded France, but they are seriously handicapped by the lack of funds, together with their depreciated exchange. They do not hesitate to express their surprise and belief that some of their allies have failed to co-operate with them as much as they think they should. They seem to feel that Germany would make prompt payment if the American Government would demand settlement from Germany. I got the impression that it is their intention to go farther and farther into Germany, to Berlin if necessary, until the Germans realize that they must settle. It remains to be seen whether or not this is a wise policy."



DR. E. G. THOMSSEN



O. A. BROWN



A. C. LANSING



SCENES AT THE RECENT PICNIC OF THE HENDERSON LITHOGRAPHING COMPANY'S HAPPY FAMILY OF EMPLOYEES

The Henderson Lithographing Co., of Cincinnati, Ohio, whose attractive inserts adorn our advertising section regularly, is experiencing such a cumulative increase in business that it has been forced to enlarge its already notable facilities for handling the demands for its products. Our readers are familiar with the appearance of the Henderson establishment *as it was*, but herewith we give an illustration of the building *as is*. In other words the growth of the trade has forced the Henderson Co. to make a three-story building out of the former two-story plant. The picture tells the story of the enlargement. The entire third floor is not quite finished, but its additional space is being utilized rapidly. The improvement will give the company approximately 110,000 square feet and the force of employees will number 325. The plant is devoted exclusively to the various Henderson lines of lithographic work, which cover numerous branches. One feature is beautiful calendars, fans, pictures, blotters, etc. Another is the preparation of "greeting cards" for all of the holidays and many other occasions. One more line is the stock perfume, toiletry and candy labels, as well as a general line of made-to-order work. To exhibit the facilities of the Henderson plant in a practical way the

firm has issued a book of samples, containing from 1,100 to 1,200 different designs. The enlargement of the plant and the publication of the Sample Book came about almost synchronously with the annual picnic of the Henderson employees, brief mention of which was made in our last issue.

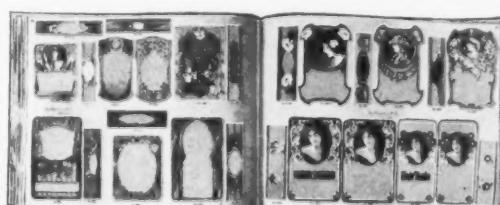
Some views taken at Bass Island are given on this page, showing the happy family feeling in this growing and enterprising industry. At least twice a year the entire personnel have a happy reunion, which makes for better and consistently effective work. This time there was much jubilation over the enlargement of the plant. But it did not prevent the employees and their relatives and guests from making the most of the numerous avenues for enjoyment that were provided by the program committee. Bass Island is liberally equipped with facilities for outdoor sports and there were games and contests galore, which continued through the day until time for the dinner, which left nothing to wish for in satisfying the keen appetites of the happy lithographing contingent and their cohorts. Dancing followed into the night, with foxtrotting and waltzing running an even race for the prize. The amount of human interest shown by the company in its employees is one of the secrets of its success.



HOW THE HENDERSON PLANT LOOKS AS ENLARGED

The improvement will give the company approximately 110,000 square feet and the force of employees will number 325. The plant is devoted exclusively to the various Henderson lines of lithographic work, which cover numerous branches. One feature is beau-

relatives and guests from making the most of the numerous avenues for enjoyment that were provided by the program committee. Bass Island is liberally equipped with facilities for outdoor sports and there were games and contests galore, which continued through the day until time for the dinner, which left nothing to



SPECIMEN PAGES OF THE NEW SAMPLE BOOK

Mrs. Lillian Thomas, president of Harriet Hubbard Ayer, Inc., 323 East 34th street, New York City, accompanied by her daughter, sailed on the *Paris* June 27 for a two months' pleasure trip to France and England.

Frank J. M. Miles, chief chemist for Cheramy, Inc., 102 West 72d street, New York City, sailed on the *France*, July 4, for a pleasure and business trip to France. He expects to be away until autumn.

Plough Chemical Co., Memphis, Tenn., has taken over Mme. Ise'belle's Toilet Manufacturing Co., Chicago, Ill.

William Schimpf, of the Jardinier Co., toilet preparations, Brooklyn, who has been in ill health for some time, is rapidly improving under the influences of Greene County climate in upper New York State and expects soon to be able to resume his business activities in the toiletry line.

Etienne Descollonges, partner in the firm Descollonges Freres, Lyons, France, sailed for home on the *Paris* July 18.



E. DESCOLLONGES (left) and C. W. EDWARDS, manager of BENJ. FRENCH, INC.

He had been in Japan and China for his firm, visiting the branches in Yokohama, Shanghai and Tien-tsin. The American representatives are Benj. French, Inc., 160 Fifth avenue, New York, for whom Frank B. Tracy, 8 South Dearborn street, Chicago, acts as representative in the Mid-west.

Mr. Descollonges traversed in China from Shanghai to Tien-tsin over the railroad route where the bandits have recently been active. The trip was luckily made without incident.

Mr. and Mrs. C. L. Vietor arrived back in New York

July 8 from a three months' trip to Japan and China. Mr. Vietor is member of the firm of Vietor & Hosken, 160 Pearl street, New York, who represent Hoshi Pharmaceutical Co., Ltd., Tokio, Japan, and other producers of pharmaceutical and allied specialties.

Alexander Katz, secretary and treasurer of the Flora-synth Laboratories, Unionport, New York, who has been on a four weeks' trip through the Middle West, wrote from Chicago: "Business is very good here. Everybody is cheerful. Am enjoying trip." On his way East Mr. Katz stopped over at Cincinnati and attended the fourteenth annual convention of the Flavoring Extract Manufacturers' Association. Later he returned to New York City.

Another of the stirring events in the early history of our country forms the theme of the striking insert of the Rossville Co. between advertising pages 48 and 49. In the famous painting of Washington Crossing the Delaware which is reproduced, the artist has well exemplified the indomitable Spirit of the Nation which was even then the admiration of the world.

Miss Muriel Colgate, daughter of Mrs. Richard Morse Colgate of New York, and Mr. Cyril Francis Damon, son of Mrs. Francis William Damon of Honolulu, were married, June 23, at Holly Hill Farm, Morristown, N. J., by the Rev. William Lawrence, D. D. Mrs. Henry A. Colgate, sister-in-law of the bride, was matron of honor, and Mr. Sidney F. Greeley of Winnetka, Ill., best man. The bridesmaids were Mrs. Evardus Bogardus, Miss Caroline Colgate, Mrs. Elliott Debevoise and Miss Evelyn Colgate. The ushers were: Messrs. John S. Fleck, Cleveland, Ohio; Hugh Gallaher, E. W. Bogardus and Bernard Knollenberg of New York.

Richard Morse Colgate, father of the bride, died in 1919. He was the elder of the present Colgate brothers and at the time of his death was president of Colgate & Co.

The gentlemen whose photograph ornaments this paragraph are on the sales staff of Van Dyk & Co., 4 and 6

Platt street, New York, Mr. Wilson having joined the company the first of this month. He is one of the most experienced figures in the perfume raw material industry and has been engaged in the selling of synthetic aromatic chemicals for many years.

In our June issue we referred to Mr. Woodworth's new connection with Van Dyk & Co. as sales manager, and he also has been identified with the industry for a long time.

More companies have incorporated and embarked in business in New York State during the last six months than in any similar period in the State's history. A comparative statement issued by Secretary of State Hamilton reveals that 10,285 companies, showing a combined capitalization of over \$366,000,000, have incorporated since Jan. 1, against 9,461 companies with a capitalization of \$343,000,000, during the first six months of 1922.

P. R. Dreyer, 109 Beekman street, New York City, accompanied by Mrs. Dreyer sailed on the *Ryndam* June 30 for an extended pleasure trip abroad which will include visits to places of interest in Denmark, Holland, North Germany, Switzerland and Italy. While abroad Mr. Dreyer will visit the Naarden Chemical Works, Naarden, Holland, and Bertrand Freres, Grasse, France, for whom he is American agent. Mr. and Mrs. Dreyer will return early in the autumn.



DONALD WILSON on left and FRANK K. WOODWORTH

The soap industry in general will watch with interest the enterprising project of C. A. B. Zook, president of the Pennsylvania Soap Company of Lancaster, Pa., to procure the cocoanut oil required for the company's extensive uses through producing its own supply. Mr. Zook is convinced it is possible for his company to be independent of the imported oil by getting the needed material first-hand right in our own country. He has taken the pioneer steps to show the possibility and the commercial practicability of procuring domestic supplies, and naturally the outcome will be awaited with keen interest both by the soap world and by perfumers who are discussing the cultivation of odorous flowers in America.

The idea of developing a cocoanut grove was conceived by Mr. Zook during one of his nine winter sojourns in Florida where palms flourish in various localities without any particular or systematic efforts to convert them into commercial value. After his purchase of the Pennsylvania Soap Co. Mr. Zook was impressed with the possibilities of Florida for producing an essential raw material for the extensive needs of his company, and after an exhaustive investigation into all factors entering into the project he was convinced there was sufficient prospects of success in the venture to warrant the expenditure of a large amount of money.

Having acquired valuable data as to the adaptability of soil, methods of cultivation, etc., he found a tract of land in the vicinity of Delray, not far from Miami, that is ideal for the purpose, being entirely muck and marl and on which vegetation grows rank in the extreme. This he purchased, later acquiring other large tracts until now his holdings will enable him to have a cocoanut grove of no less than two hundred thousand trees. The accompanying illustrations show a Royal palm tree four years old on one of the sections owned by Mr. Zook. The rapid growth of the tree is evidenced by comparison with Mr. Zook, who is standing beside it. This view was taken during an inspection of some new plantation work by the owner. It will be noted that all of the plants are growing vigorously, which is true uniformly of the three acres in which the picture was taken. These three acres were planted two

years ago as the first step in the experiment. Within a year Mr. Zook expects to have planted at least 120,000 trees, and as rapidly as the work can be pushed to raise the number to 200,000. Plants are being procured with all possible expedition, one contract having been given for 15,000 plants. Other contracts in lesser number have also been made, so it may be safely predicted the venture will pass through the experimental stages on a gigantic scale. Mr. Zook is confident of success, and is planning to enlarge his Florida holdings. It is his expectation that the grove will supply all the requirements of the Pennsylvania Soap Co. in the way of cocoanut oil, or at least make his company practically free of dependence on the imported oil. Asked as to what would become of the oil in the event that the production of the Florida lands should greatly exceed the needs of the Pennsylvania Soap Co., Mr. Zook replied that eventually had already been provided for, "we will enlarge the soap plant so that all the oil raised will go into the soaps made by the Pennsylvania Soap Co."

In the matter of nursery work Mr. Zook is no novice. On the contrary, at his home of ninety acres near Lancaster it has been his hobby for years. One result of his many experiments in this direction is a nationally known fertilizer made almost entirely from the tobacco plant, and this will be applied to the Florida lands. The process employed in its manufacture retains all of the nicotine, the stimulating effects on plant life of this element being well known. The fertilizer is being tried this summer on the golf courses of the Carl G. Fisher properties at Miami Beach.

Another related enterprise which Mr. Zook has under way is direct radio communication between the cocoanut grove in Florida and the soap plant in Lancaster. The station at Delray will be one of the largest in the south and is being constructed by Dan W. Smith of Oyster Bay, N. Y.

Another of equal radi-



FLORIDA PALM TREE FOUR YEARS OLD



NEW PALM TREES IN CULTIVATION, WITH MR. ZOOK AT THE LEFT

us at Lancaster will complete the chain of communication.

Our readers are familiar with the recent history of the Pennsylvania Soap Company and many are acquainted with Mr. Zook's service in the late war. As said, his cocoanut experiments will be watched with interest.

A national exposition, covering in its scope all that relates to beautification and devoted both to the trade and the public, has been announced for Chicago. To be known as the First Annual National Vanity Fair, typifying its objects in its name, the exposition will be held at the nationally known Chicago Coliseum from November 30 to December 8, inclusive. The formal announcement will be found on advertising page 67 of this issue.

Extensive plans announced by the management, Vanity Fair Expositions, 336 West Madison street, herald the exposition as the first one to be held in the country at which there will be assured a heavy attendance by the buying public. Indorsed and supported by professional and retail organizations, National Vanity Fair also is expected to draw many of those in the trade in the Chicago commercial district, covering several states.

One of the biggest features will be a style and beauty walk extending through the exposition hall. On this will be staged several beauty contests, hairdressing contests and cosmetic "races". All exhibitors have been invited to utilize this great "runway" for their models and demonstrators. The contests, particularly those affecting hairdressing and beauty parlor work, are to be under the direction of the Chicago and Illinois Hairdressers' Association. These same shops are handling ticket distribution, ensuring a large professional attendance.

A national publicity campaign, culminating in "Beautification Week", already has been launched, during which the management promises to devote much space to propaganda in behalf of beautification. The national and local beauty contests also have been utilized for this purpose.

George S. Harral of the Harral Soap Co., Inc., Brooklyn, N. Y., has opened his charming summer home at Nantucket, Mass., where he is enjoying his favorite sports of boating and fishing.

Sidney M. Miller, president of the Harral Soap Co., Inc., Brooklyn, N. Y., is preparing for a cruise along the Jersey coast early in August. Mr. Miller resides at Port Washington, Long Island, which boasts of three big yacht clubs, and in common with many of his fellow townsmen he is an enthusiastic yachtsman.

Scientific Specialties Co. has been incorporated with offices at 331 Fourth avenue, New York City, with the following officers: President, George Grunberg; vice president and treasurer, Frederick Freess; secretary, Richard Jorgensen. The new company is incorporated with a New York charter and the capital stock is \$30,000. It will handle perfumers' glassware, scientific instruments, colored and striped perfume vials, filling apparatus, capping material, and sundries. The company announces that it will have its own manufacturing facilities here and abroad. Its initial announcement appears on advertising page 71.

J. L. McCorkle, of the sales staff of G. A. Spaulding, of Colgate & Co., is one of the fortunate young men who has suddenly acquired great wealth through successful investments in the oil fields of Arkansas. While driving in his Dodge car late one evening through his territory Mr. McCorkle felt sure that he detected oil. With some friends he invested all his spare funds in the property and a company was organized. According to latest reports the value of the oil coming from the well is \$20,000 per day.

*Ungerer's Bulletin*, Vol. 4, No. 2, issued this month, again contains an attractive symposium of contents of interest to the aromatic trade. An editorial on "The Dominant Note" supplies advice to wise perfume manufacturers and there are other timely articles: "Anachronism"; "Price Maintenance"; "Chinese Musk," by J. H. Bothelo; "Economy"; "Analysis and Odor Value," by Aromaticus; "Anethol from a New Source"; "Floral Fallacies," by F. H. Ungerer; "Perfumes and Perfumers," by Peter A. Fox; "Swiss Perfume Materials," by Martin Naef; "South American Petit-grain"; "Menthol Emulsions"; "Camouflaged Duties," a review of the tariff and American valuation complexities, by Russell B. Stoddard, of Ungerer & Co.; "Primary Materials," being a collection of authoritative information from Algeria, France, Spain, Italy and Bulgaria.

John Jay Schieffelin, son of Dr. and Mrs. John Jay Schieffelin, this city, and Miss Eleanor Curtis Beggs, daughter of Mr. and Mrs. Joseph Patterson Beggs, Pittsburgh, were married June 16, in Calvary Protestant Episcopal Church, Pittsburgh. A reception followed at the home of the bride's parents.

Word has just been received here of the marriage of Mr. Adolph Schwarz and Miss Lous Pop, June 5, at Amsterdam. Mr. Schwarz is of Polak & Schwarz, Ltd., Zaandam, Holland.

Wedding bells soon will ring for Mr. Sam Schwarz also of Polak & Schwarz, who has announced his engagement to Miss Elly Lek, of the Rue de Turin, Bruselles.

Numerous friends on this side of the Atlantic will join in wishing both couples long lives of happiness.

The Pennsylvania Soap Co., Lancaster, Pa., held their second annual picnic at Hershey Park, Hershey, Pa., on Saturday, June 23. The company invited all their employees and their families and friends and had about three hundred guests present. Numerous sporting events were held and attractive prizes were given to the winners. The company, as an advertising feature, distributed fifty thousand samples of soap en route to the park.

The friends of John Buslee, vice-president of Neumann, Buslee & Wolfe, Inc., essential oils, Chicago, are congratulating him on the arrival of a son, John Oliver Buslee, weight 7½ pounds, on June 24. Mother and son are reported to be doing nicely. The Buslees also have a daughter 3½ years old. Mr. Buslee was in New York City recently on business.

A. Alexander, consulting perfume and cosmetics chemist, of this city, while on a western trip, stopped at Texarkana, Arkansas, from whence he writes: "This is a good place for perfumers—to stay away from. Yet the heat might volatilize some of their beautiful creations—I said *might*."

Canadian Boncilla Laboratories, Ltd., Toronto, had a fine double page advertisement in the handsome souvenir program of the All Canada Drug Convention, which was held recently in Toronto. The Boncilla people have done wonderfully well and have met with a warm welcome in entering this field.

Three firemen were badly hurt recently in a blaze which destroyed the plant of the Absorbent Soap Co., in Oak lane, Philadelphia. Loss estimated at \$15,000.

Sidney B. Kaiden, president of the Pallas Manufacturing Co., and secretary of the Solar Laboratories, 435 East 24th street, New York City, has

returned from an enjoyable trip to Central America, where he stopped at Costa Rica, San Diego, and Colon, Panama Canal. He also tarried at Havana where a branch office of the companies with which he is identified was established in charge of D. R. Mojo. The trip was primarily for business, and agencies were established in the principal cities visited by Mr. Kaiden. On his return to the enlarged offices of the Solar

Laboratories, he found in his private office an enormous horseshoe made of roses with the legend "Welcome," given by the employees of the allied companies. After greeting his associates who crowded about him to offer their congratulations on the success of his tour, Mr. Kaiden made an inspection of the new plant of the Solar Laboratories which contains 20,000 square feet of space. The research laboratory is a new feature, and the stock room is so arranged as to afford a perpetual inventory. The manufacturing capacity has been doubled since moving into the new quarters, thus affording tangible evidence of the rapid growth of the Solar Laboratories, which were established less than a year ago.



S. B. KAIDEN

Compagnie Parento, Inc., whose plant is located at Croton-on-Hudson, having offices at 505 Fifth avenue, New York City, and 410 South Michigan avenue, Chicago, has added to its selling staff, Harry R. Ramsey who makes his headquarters at the Compagnie's Chicago office. We are advised that Mr. Ramsey has had ten years of practical experience in manufacturing toilet preparations and perfumes.

After taking a course in pharmacy under Albert H. Koch, professor of chemistry in Barnes University, St. Louis, he went to Chicago, where he had charge of the manufacturing and pharmaceutical department of the Independent Drug Co., which then had eleven stores. Later he was perfume chemist for several manufacturers and devoted much time to creating and perfecting new formulas. "Doc" Ramsey, as he is known to the trade, has devoted quite some time in the last few years to research in toilet preparations, perfumes and cosmetics, having had charge of the Department of Cosmetic Preparations of the Deavitt Labor-



HARRY R. RAMSEY

atories in Chicago. Laboratory work proved too confining for Mr. Ramsey and he decided to seek duties which would afford him opportunity to be out in the open air the greater part of the time. His alliance with Parento is the result. Both are to be felicitated.

Charles M. Baker, secretary and treasurer of the American Manufacturers of Toilet Articles, has returned from a several weeks' trip to England and the Continent, where he combined business and pleasure. Mr. Baker states that the toilet goods business abroad is in the same relative position to other businesses as it is here. "The period of high wages and 100 per cent employment," said Mr. Baker, "popularized toilet articles of all kinds and now the women who learned to use them during those times can't get along without them." Mr. Baker is general manager of Pond's Extract Co., New York.

American Can Co. will build two large additions to its plant at San Francisco. The improvements will include a manufacturing and storage building as well as an office building.

Ralph Wilson, president of the Klik-Tite Cap and Container Co., 8 West 40th street, New York City, has returned from a pleasure trip to England, Holland, Belgium, Germany, Austria, Italy, Switzerland, and France, which included a motor trip of 1,500 miles through the Tyrolean Alps from Berlin to Venice. Mr. Wilson was much interested in conditions in Germany where he said it was difficult to spend two dollars per day despite the fact that one enjoyed the best of the hotels could afford. Throughout Europe, he found that people were very eager to come to America. While in France, Mr. Wilson visited the factories and retail shops of many of the leading French perfumers and he was, of course, much interested in the activities of French perfumers in general.



RALPH WILSON

Julius Koehler, secretary of Fritzsche Brothers, Inc., New York, returned to New York after a three months' visit to Los Angeles with his wife. Mr. Koehler is one of the well known figures in the essential oil industry and his friends will be glad to learn that he has been greatly benefited by his rest in the mountain districts of California.

Miss Eva V. Robinson, secretary, treasurer and purchasing agent of Chernoff Co., San Francisco, dropped in at our sanctum during a recent visit to New York. She was on a four weeks' trip to the East calling on manufacturers of various supplies in Chicago, Rochester and Pittsburgh.

Ferdinand Weber, treasurer of George Lueders & Co., Inc., New York, accompanied by Mrs. Weber and their youngest son Kurt, is enjoying a six weeks' vacation. Their itinerary covers the Great Lakes, Glacier National Park and the Pacific Coast. The party is very enthusiastic over the wondrous beauties of the great West.

Richard Hudnut, Inc., 213 West 18th street, New York City, in preparation for Autumn and Winter business, held a dual convention of its salesmen early this month. The first section was held at the Hotel Astor, New York City, July 2 and 3, and the second at the Sherman Hotel, Chicago, July 5 and 6. About twenty men attended each convention and took part in general business discussions. The primary purpose was to call the attention of the salesmen to the new holiday line. The speeches were all informal, and included addresses by Henry Pfeiffer, vice-president; C. A. Pennock, sales manager; and F. B. Cobb, assistant sales manager. Mr. Pennock and Mr. Cobb also spoke at the Chicago meeting. The conventions closed with get-together dinners. The policy of holding a mid-year salesmen's convention of an informal character has been in vogue by Richard Hudnut, Inc., for the last three years, and these are held primarily to school the men on the new holiday lines. The annual convention is held in December when salesmen from all over the country gather in New York.

Capital stock of this corporation has been increased recently from \$500,000 to \$900,000.

W. John Buedingen has been enjoying a brief vacation with his family at the Ocean Hotel, Asbury Park, N. J. Mr. Buedingen is the manager of the New York office of the Ferdinand Buedingen Co., Inc., Rochester, N. Y., paper box makers.

Adolph Klar, 5 East 19th street, New York City, calls attention in a striking two-page announcement on advertising pages 54 and 55 of this issue to the complete package service the house is prepared to render. A complete exhibit of the vanities, lipsticks, eyebrow pencils and other specialties manufactured by Adolph Klar will be afforded visiting buyers at the National Merchandise Fair, New York City, July 23 to August 3.

Samples and formulas are beginning to come in for the \$250 prize for the new bouquet odor wanted for face powders, both loose and compact. The terms of the contest were given fully on advertising page 67 of our June issue and perfume chemists who are interested and have not already done so should look up the offer at once, as the time when the \$250 award will be made is rapidly approaching.

Les Usines Allondon, La Plaine, Switzerland, which is represented in the United States by J. E. Dockendorff & Co., Inc., 20 Broad street, New York City, features two new definite chemical bodies developed by Prof. A. Kauffmann, formerly professor of organic chemistry at the University of Geneva, on the obverse side of its insert between advertising pages 64 and 65. On the reverse side the principal synthetics manufactured by the company of interest to perfumers and soap makers are listed.

Furst & Thomas, remedies, flavoring extracts and toilet preparations, of Freeport, Ill., have opened a Pacific Coast branch in Oakland, Cal. It will be used now for distribution, but a factory later is planned. F. E. Furst is president, F. G. Thomas is vice-president and F. W. McNess is secretary. Mr. Thomas, who will be in charge, is moving his family from Freeport to Oakland.

The Loesser Mfg. Co., formerly in Montclair, N. J., are now established in their new factory at 161 Ogden street, Newark, N. J., where they will continue the manufacture of rouge and compact boxes as well as a full line of toilet preparations including rouge and powder compacts to be put up under private brands for the trade.

The company was operated in Montclair, N. J., for a number of years, but the business has grown to such proportions that much larger facilities are found necessary. New machinery has been installed and much larger working space is available. E. Loesser, head of the firm, in an interview stated that his company is the pioneer in this country in the manufacture of brass boxes for compacts, etc., and is now going to devote itself more largely than ever to this branch of the industry as well as to the manufacture of toilet preparations under private brands and for distribution to the jobbing trade.

Andre Griffon, of Charles Bergeret, 145 West 45th street, New York, exclusive American agent for Cristalleries de Nancy, France, sailed on the *Rochambeau* July 7 for Havre and will pass the summer at Choye, Saone, France, with his family. During his visit he expects to spend considerable time studying economic conditions in France and he will put in about twenty days at the company's factory. Mr. Griffon expects to return to the United States about September 1, when plans will be formulated for extending the company's activities in the American market.

Foxon Co., Inc., Providence, R. I., announce that for the convenience of their New York patrons they have opened their own office in New York at 36 West 34th street. R. E. Chumasero has been appointed manager and as he has had wide experience in the industry he will be able to cooperate with seal users to good advantage. For a period of nearly fourteen years he was salesman and estimator for American Lithograph Co., and for ten years engaged in fine printing and purchasing agent with firms in this line. The past three years he was associated with Richard M. Krause, New York, as salesman in the perfume industry.

The announcement of the company appears on page 69 of this issue.

Grasse, France, was the recent haven of Mr. and Mrs. E. M. Laning, of this city, as a pictorial view by post card of the City of Flowers testifies. Mr. Laning writes: "Having a very pleasant trip. Now en route for Italy, Czechoslovakia, Germany and Switzerland." Mr. Laning who is head of the essential oil house of E. M. Laning Co., Inc., is visiting European houses for which his firm is the American agent.

W. H. Hatfield, manager of sales in the Chicago territory for Colgate & Co., has returned there from a visit to the home office of the company at Jersey City, N. J. While East Mr. Hatfield distributed to his friends cards bearing the dates 1874-1924, which show that he has completed almost half a century in the service of the company.

With the installation of automatic machinery, the Whitall-Tatum Co., Millville, N. J., manufacturer of bottles, vials, etc., is planning for the early discontinuance of its caster department. It is likely that the change will be made at the close of the present blast.

Scientific Utilities Co., Inc., 18 East 16th street, New York City, has been reorganized with the following officers: President, Nathan Sanders; treasurer, Leon Sanders; and secretary, Adolph Herman. The company is to continue its operations along the same lines, importing and manufacturing striped, colored vials, and handling a general line of laboratory glassware and accessories. Nathan Sanders, president, reports that he will leave for Germany within a few weeks to look over market conditions there and to increase the company's manufacturing facilities abroad.

Mr. and Mrs. C. F. Sauer sailed July 7 on the *Nieuw Amsterdam* for a two months' pleasure trip to the continent. Mr. Sauer heads the company that bears his name in Richmond, Va., and is one of the largest manufacturers of flavoring extracts in the United States.

The Editor had the pleasure of meeting Messrs. Hans Erich Steche and H. W. Ferguson in Dayton, Ohio, recently

while they were en route on a business trip to the Pacific coast for Heine & Co., of New York. Mr. Steche is son of Mr. Hans Steche, of Heine & Co., Leipzig, Germany, and has been visiting Heine & Co., New York, of which Mr. Paul Schulze-Berge, Jr., is president and has personal control. Mr. Steche has been studying American conditions for almost a year, and is very enthusiastic regarding the development of the industry in this country.

Establishment of a national system of chain stores to compete with other large systems is being planned by the Schulte Retail Stores Corporation in connection with negotiations for the taking over by Schulte of the Park & Tilford interests. It is understood that they will carry the name of Park & Tilford. The negotiations for the taking over of the Park & Tilford interests probably will be completed this month.

HANS E. STECHE (LEFT)  
AND H. W. FERGUSON

Some business troubles reported since our last issue: Tarosa Manicure Novelty Co., Inc., 20 West Seventeenth street, New York, June 21, Julian Hartridge appointed receiver under \$1,500 bond, by Judge Knox. Liabilities not stated; assets about \$3,500.

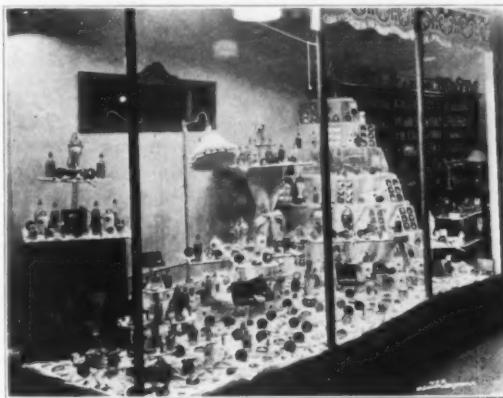
Sigmund Balter, Lexington Perfume Shop, 123 East 116th street, New York, schedules: Liabilities, \$13,384; assets, \$3,400, main item being stock, \$2,000. Principal creditors are Coty, Inc., \$1,332; Perfume Importing Co., \$640. Verdina Co., Inc., dealing in toilet articles and cosmetics, at 112 East 23d street, New York, has made an assignment to Maxwell M. Wallach of 38 Park Row.

Dr. J. H. Weiss, of Trenton, N. J., recently incorporated the Trenton Laboratories, Inc., manufacturing chemists, with offices in the Commonwealth Building.

Prof. John Uri Lloyd, of Cincinnati, was selected to represent the Royal Society of Arts of England, at the installation ceremonies in Boston last week, when Dr. Samuel W. Stratton became president of the Massachusetts Institute of Technology. Prof. Lloyd's fame as a scientist and writer extends over the entire civilized world, and his selection is an honor that is richly deserved by him.

James W. Morrisson, president of the Fuller-Morrisson Co., wholesale druggists, Chicago, and a former president of the National Wholesale Druggists' Association, sailed June 20 for Europe, and will meet Mrs. Morrisson in Rome.

Salikof Laboratories, 126 North 3rd street, Philadelphia, Pa., have opened a store at 811 Boardwalk, Atlantic City, for the display of Salikof and Belle Hovey toilet preparations. The store has a frontage of 18 feet and is 30 feet deep, and despite the fact that many retail lines are



SALIKOF'S NEW STORE, ATLANTIC CITY BOARDWALK

carried, the company reports that buyers drop in to visit the store and commend the company on its enterprise. A. Salikof, president of the Laboratories, has had nine years of experience in selling soap and toilet preparations, principally in the East, and he is assisted by William Ritter, chemist. One of the latest developments of the company is the manufacture of powder and rouge compacts. Despite the fact that this is a new department of the company, it reports very encouraging business. The company's announcement appears on advertising page 82.

W. J. Selle, president of the Atlantic Excelsior Manufacturing Co., 507-527 West 30th street, New York City, left July 4 on the *Leviathan* for an extended trip through Europe. Mr. Selle will return about October 1. E. H. Ruthenberg will be in charge during his absence.

Nyack (N. Y.) *Daily News* tells about the No-Mo-Skee-To Puff that A. Sharlock has put on the market. The editor says that the Nyack girls are enthusiastic in using the new powder puff to ward off the attentions of the little insects whose admiration for them causes them to forget that their kisses are only stings that play havoc with the comfort and happiness of the fair feminines.

A mail vote is being taken by the management of the National Chemical Exposition to determine whether the firms who have contracted for space in this year's show in the Grand Central Palace from September 15 to 22 are in favor of annual or biennial expositions hereafter. Ballots have been sent to all exhibitors and must be returned on or before July 23. The ballots were sent out as a result of a series of votes taken at a meeting of exhibitors at the Chemists' Club, on June 28. At that time, a vote on the question showed an even split for the annual and biennial expositions. Owing to the fact that all exhibitors were not represented it was decided that the vote of all exhibitors should be taken.

Other questions which were decided by large majorities at the recent meeting of exhibitors and will not again be submitted to a vote, include the rejection of Chicago as the exposition city every third year, or every third exposition. The meeting decided to hold all expositions in New York for the present. It was also decided that there should be no segregation of exhibits, or exhibition of materials of foreign manufacture without the authorization of the advisory committee. The leaders in the chemical industries have got behind the Exposition and every day shows new reasons for believing it will far eclipse its predecessors in success.

The Second National Merchandise Fair in Grand Central Palace, the 165th (old Sixty-ninth) Regiment Armory and the Lexington Theatre will open July 23 and the ambition of every one connected with the exposition is to have the arrangements complete before the first visitor arrives. None of the buildings will be open on the single Saturday of the fair as that day will be given over to the Shore Day at Long Beach for the bathing and beauty pageants, games, dinner, etc., that have been arranged. The fashion pageant at the Lexington Theatre will be given every evening of the fair with the exception of Saturday, beginning at 8:30 o'clock. On the two Wednesdays there will be matinees.

Carl Weeks, president of the Armand Co., Des Moines, Ia., was elected district governor of the eleventh district of the Rotary International for the year beginning July 1, 1923. There are forty-three Rotary Clubs in his district which will be under his supervision during the coming year covering central and eastern Iowa.

Procter & Gamble Co. has declared a regular quarterly cash dividend of 5 per cent and an extra dividend of 4 per cent on the common stock, payable in common stock, to stock of record July 15. The extra dividend of 4 per cent has been declared annually since 1913.

The month of May is reported to have yielded the biggest business in the company's history. June was close.

James N. Gamble, one of the founders of the firm, is the oldest alumnus of Kenyon College, having graduated in the class of 1854. He recently attended the ninety-fifth commencement exercises of the college.

A free exhibition of a film showing a trip through the Ivorydale plant of the company was recently given in a Cincinnati theatre. Soap-making methods were shown.

W. G. Ungerer, of Ungerer & Co., New York, is expected back on the *Rochambeau*, due to arrive in New York August 2.

Frank J. McDonough, vice-president of McKesson & Robbins, New York, returned home on July 10 on the *Majestic* after a month abroad, visiting Holland, England and France.

Hugo Mock, of the New York law firm of Mock & Blum, which handles the legal business of Coty, Inc., sends his regards from Yellowstone Park, with this couplet: "Of law suits here no sign and trade marks are unknown; The oil we see is pine; the perfume is ozone."

Big Six Laboratories, manufacturing chemists, wholesale only, Atlanta, Georgia, have taken over the wholesale and manufacturing end of the Atlantic Barber Supply Co., of Atlanta. The Big Six is controlled by H. D. Waugh, who has been associated as chemist and secretary with the Atlantic company and N. P. Healey, for years its vice-president and general manager. The Big Six is now installed in its new laboratories. Mr. Waugh has attended numerous conventions of the old Manufacturing Perfumers' Association and his new company intends to make application for membership in the American Manufacturers' Association in the Autumn. Mr. Waugh's many friends in the trade will join in wishing him success.

Jones Bros. Tea Co. reports sales of retail stores during June at \$1,828,372, an increase of \$396,393 or 27.67 per cent over the same month last year. Sales for the six months ended June 30 totaled \$9,423,317, an increase of \$817,460, or 9.50 per cent, as compared with the same period of last year. The figures do not include sales of wholesale or jobbing departments.

J. E. Martin Co., manufacturer of cosmetics, Des Moines, Iowa, has opened a new plant at 1932 East University street, to make perfumery and other products to sell under the trade name of De Lona.

In the list of Active Members Present at the A. M. T. A. annual convention on page 71 of our April issue, the name of the Kolynos Co., of New Haven, represented by C. D. Dunlap, was inadvertently omitted. The list was compiled from the official records of the association.

Directors of the Owens Bottle Co. declared a quarterly dividend of 75 cents a share on the common stock June 5, making it a straight \$3 annual issue. Three months ago an extra of 25 cents a share was paid besides the regular 50-cent payments. Usual 75 cents a share quarterly dividend on the preferred was also authorized. Both dividends are payable July 1 to stock of record June 15.

An issue of \$2,500,000 Spencer Kellogg & Sons, Inc., 15-year 6 per cent gold debenture bonds, dated July 1, 1923, and due 1938, has been placed on sale in New York at par and interest. These debentures constitute the only funded debt ever issued by this company.

Three birthday celebrations enlivened the meeting of the Chicago Veteran Druggists' Association on June 14. The birthday celebrants were John Blocki, Pat Fechter, and George Wright. A number of Mr. Blocki's old friends and business associates were present to pay their respects to him.

Abraham Music, president of the De Luxe Art Metal Corp., 1123 Broadway, New York City, announces that the company has increased the size of its manufacturing plant at Providence, R. I., so that production is now about three times what it was formerly. Manufacturing is in charge of Samuel Music, and the company reports that it is quite busy at present working on export orders.

James A. Webb & Son, Inc., 110 East 42nd street, New York City, have sent to the trade an interesting leaflet giving a picture of New York City at Broadway and Canal street in 1835 when the business was founded. The picture is full of interest to this generation to whom the building, costumes, and some of the occupations depicted are little more than traditions. Among the prominent features of the picture is the old Broadway House, at Broadway and Grand street, one of the most noted hotels of its day, and the headquarters of the old Whig party. Spring water was then an article of commerce in the city and was sold for a penny



WHERE J. A. WEBB & SON, INC., WAS FOUNDED IN 1835

a pailful; and the cask mounted on wheels shown in the foreground was a familiar sight in those days. A line of four-horse coaches plied between lower New York and upper Fifth avenue.

In those days A. V. H. Webb, father of James A. Webb, established at 418 Broadway the business of which James A. Webb & Son, Inc., is the outgrowth, and "Webb's Emporium of Light" was known far and near as one of the largest establishments of its day. Camphene and alcohol were manufactured and were used for portable lights, and continued in use until the successful introduction of kerosene oil. In 1853 James A. Webb succeeded his father and the business was moved two years later to 165 Pearl street where it remained for almost half a century. The distillery at that time was at North Moore street. Subsequently the office was at 52 Stone street for 20 years, and later at 27 South William street, where it remained until February of this year, when the company moved to its present address.

With the closing of the southern ports in the beginning of the Civil War and the consequent shutting off of supplies of turpentine from which camphene was refined, petroleum was discovered, and Mr. Webb added the refining of that oil to his other business. Later when the refining interests were consolidated, he devoted his attention more particularly to the production and selling of tax paid alcohol for industrial use.

In 1881, James Augustus Webb, Jr., was graduated from Princeton University, and soon after went into business with his father under the name of James A. Webb & Son, which was incorporated in 1915, when the company became

a subsidiary of the United States Industrial Alcohol Co. Prior to that, it had been a subsidiary for a number of years of the American Distributing Company.

Much of the credit for the success of the company's growth has been due to the able direction of Paul Harrison, president, who has been connected with the company for 32 years. Affiliated with him are Augustus F. Wortman, manager, who joined the company in a humble capacity 33 years ago and worked up to his present position by successive steps, and William Webb Davis, a nephew of James A. Webb, who has been connected with the company for 44 years. While these men are proud of their long record of service, the veteran is William H. Nutt, who has been with the company for 52 years.

Globe Soap Co., Los Angeles, Cal., which has taken over the Fresno Soap Co., is building a new \$50,000 soap plant at Loma Vista and 48th streets, in that city.

F. S. Shafer has been appointed salesman for the Arabol Manufacturing Co., New York, in the New England territory, where he will handle the general line of Arabol adhesives, including labeling glues and pastes, carton and package sealing glues, shipping case glues, paste powders and other adhesives. The company, incidentally, enjoys the distinction of being one of the largest and oldest organizations in the world devoted to the manufacture of adhesives.

Mr. Shafer comes to his new task with a wide experience gained as New York state representative of a large industrial organization for three years, and more recently as a representative of a well-known food packing company in New York City, where his ability soon won for him the position of factory superintendent. He is prominently identified in fraternal circles and takes an active interest in civic affairs in Little Falls, N. J., where he makes his home.



F. S. SHAFER

#### NEW INCORPORATIONS

Allen Mfg. Co., manufacture soap, \$100,000 capital stock, formed by Clarence M. Allen, Leslie G. Baldwin, Arthur J. Rosegrans, New York, has been incorporated in Delaware by Edwin R. Coshran, Wilmington.

Twinkle Polish Corp., Brooklyn, N. Y., \$10,000 capital stock, has been incorporated by O. Chernoff, S. Goldberg, Attorney, N. Greenberg, 149 East Broadway.

Kum-Kleen Products Co., manufacture polishing compounds, \$75,000 capital stock, has been incorporated for B. B. Marypeny, H. R. Mason, W. G. Ossman, Pittsburgh, by the Capital Trust Co. of Delaware.

Big 4 Pharmacal Co., Wilmington, toilet preparations, \$600,000 capital stock, has been incorporated in Delaware for clients by the Corporation Trust Co. of America.

Clear-O-White Laboratories, Queens Borough, New York City, make cosmetics, \$100,000 capital stock, has been incorporated by L. Newcomb, H. Lube, S. M. Wachs, Attorney, L. Muraskin, 63 Park Row, New York.

## NEW PRICE LISTS, PUBLICATIONS, ETC.

FRITZSCHE BROTHERS, INC., 82-84 Beekman street, New York, have issued their wholesale price list for July, covering essential oils, synthetic flower oils, aromatic chemical preparations, fruit flavors, colors for beverages and soaps and various other products. Special attention is called to oil of lavender flowers Barrème and to the season's offering of true fruit flavors.

KARL KIEFER MACHINE CO., Cincinnati, Ohio, have issued new catalogues of their automatic rotary vacuum filling machines and their percolating equipment, which can be had by those interested by sending for the same.

FRANK Z. WOODS, 180 North Market street, Chicago, is sending to his clients a neat and novel little trade reminder, telling the history of July and with miniature book giving Montgomery Glass's story "And the Greatest of These" cut into the front in intaglio form.

J. R. WATKINS CO., Winona, Minn., has issued a brief descriptive catalogue of more than 150 products, including toilet requisites, flavorings, home remedies and other medicinal preparations, which it manufactures. The company also distributes two booklets, entitled "Watkins's Timely Suggestions" and "Watkins's Stock Raisers' Manual." The former contains tested recipes, secrets of beauty, household hints for women and a large variety of other information, including tips for owners of automobiles.

SHIPKOFF & CO., LTD., Sofia, Bulgaria (American office, 219 Pearl street, New York), has issued a circular to the trade regarding the otto of rose which it offers. The firm also has sent out a report giving details of the rose harvest which has recently ended in Bulgaria, with information regarding quantities and prices. The new stock of Shipkoff otto will be ready for delivery about the end of August, or early in September.

OWL DRUG CO., 230 West 17th street, New York City, which has 45 stores throughout the country, sends us a series of its advertisements declaring and expressing the individuality of this extensive institution. The collection of announcements, which is assembled in pamphlet form, sets forth the purposes of the Owl organization clearly and concisely. It is quite as unusual a booklet as it is strikingly good.

## BOOK REVIEWS

"DE AETHERISCHE OLIEN LEVERENDE PLANTEN VAN NEDERLANDSCH OOST-INDIE EN DE BEREIDING VAN HAAR OLIEN," by A. W. K. de Jong, published in Dutch, by the Dutch Colonial Institute, 183 pages, 8vo, 50 illustrations.

This book discusses, as the name indicates, the plants growing in the Dutch East Indies, that furnish essential oils, and the methods of obtaining the oil from these plants. Of the many that grow there, only a few are of any real importance, and of these few, citronella grass (or *seroh*, as it is called in Java) is the most important. Its cultivation has enormously increased in the last decade, as the following figures will show: 1913, 75,230 kilos; 1919, 528,534 kilos; 1920, 434,245 kilos.

Almost every planter grows citronella grass and there are very few that grow anything else. The author deplores this condition, as he believes it leads to overproduction of citronella oil and unnecessary risk owing to the fluctuations in the market of that product. As is generally known, Ceylon is another very important citronella oil producing cen-

(Continued on page 261)

## IN MEMORIAM FOR DEPARTED FRIENDS

BUSH, ALEXANDER, of W. J. Bush & Co., Inc., New York, July, 1908.

BUSH, ALFRED JOHN, eldest son of A. W. Bush, of W. J. Bush & Co., Ltd., London, killed in action while serving as Second Lieutenant, Ypres, July, 1917.

CALISHER, NATHAN, of Oakley & Co., perfumers, New York, July, 1916.

CHAPMAN, GEORGE W., president Chapman & Rodgers, Inc., perfumers, Philadelphia, Pa., July, 1914.

DURGIN, HORACE WEBSTER, president Granite City Soap Co., Newburgh, N. Y., July, 1916.

GASKILL, G. M., Gaskill Chemical Corporation, Brooklyn, N. Y., first life member of THE AMERICAN PERFUMER'S clientele, Brooklyn, July, 1919.

GATTEFOSSÉ, ABEL, commercial director of Gattefossé & Fils, Lyons, France, killed in action July, 1916.

HOGUE, JAMES T., retired soap manufacturer, Baltimore, Md., July, 1915.

JENNINGS, WILLIAM H., for 50 years with the Jennings Mfg. Co., perfumers, Grand Rapids, Mich., July, 1922.

KOKEN, CHARLES E., barbers' supply merchant, St. Louis, Mo., July, 1915.

LIMBERT, J. N., president of J. N. Limbert & Co., importers of vanilla beans, Philadelphia, July, 1922.

MELLEN, EDWIN D., long engaged in soap manufacturing industry in New England, Cambridge, Mass., July, 1918.

METZ, E. C., Palmetto Soap Co., Charleston, N. C., July, 1908.

OSBORN, ADOLPHUS, long head of the soap supply house of A. Osborn & Co., Boston, Mass., July, 1917.

POWELL, WILLIS J., soaps, St. Louis, Mo., 1912.

PRICE, DR. VINCENT C., founder Price Flavoring Extract Co., Chicago, July, 1914.

RALSTON, HUGH W., secretary and treasurer of the Warlock & Ralston Soap Co., Rock Island, Ill., July, 1917.

SCHAEFFER, GEORGE, president of the Schaeffer Bros. & Powell Mfg. Co., St. Louis, soaps, etc., July, 1918.

SHERMAN, GEORGE E., president of George E. Sherman Co., mill soaps, oils, etc., Brooklyn, July, 1922.

STILWELL, LT. T. V., secretary of Arthur A. Stilwell & Co., New York, killed in action, Vierzy, July, 1918.

## David B. Gamble

David B. Gamble, seventy-five years old, formerly a member of Procter & Gamble Co., Cincinnati, died July 16 at Pasadena, Cal. Mr. Gamble was a philanthropist, deeply interested in church activities. Before going to Pasadena, where he built Westmoreland Place, he was identified with civic institutions in Cincinnati. He leaves a wife and three sons, Cecil, affiliated with the Procter & Gamble Co., and Sidney and Clarence, who are identified with research work.

Mr. Gamble was the son of James Gamble, one of the founders of the Procter & Gamble Co., was born in Cincinnati and educated in the public schools there. He early entered the business of his father and finally became secretary.

## Arthur T. Beach

Arthur T. Beach, president of the Beach-Russ Co. and president of the Abbe Engineering Co., both of New York City, died at his home, 11 Crooke avenue, Brooklyn, June 16 at the age of 61. He is survived by three sons, all of whom were associated with him in the Beach-Russ Co.

## PATENTS AND TRADE-MARKS



## NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."  
Designs Patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copy-  
rights, etc., should be addressed to

... should be addressed to  
**PATENT AND TRADE-MARK DEPT.**  
Perfumer Pub. Co. 14 Cliff St. New York

## TRADE-MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905)

162,775.—Axel U. Sternlof, Worcester, Mass. (Filed Apr. 22, 1922. Used since Apr. 15, 1922).—Cold Cream Having Vanishing Qualities.

165,493.—Hudson Manufacturing Company, Chicago, Ill. (Filed June 14, 1922. Under ten-year proviso. Used since 1887.)—Flavoring Extracts for Food.

166,176.—Max Elb Gesellschaft Mit Beschränkter Haftung, Dresden, Germany. (Filed June 28, 1922. Used since Feb. 26, 1909.)—Perfumery; Toilet Preparations—That is to Say, Preparations for the Teeth, the Hair, the Finger Nails, and for the Complexion; Toilet Vinegar, Perfumed Soap, Toilet Water; Medicinal and Pharmaceutical Preparations for the Bath in Form of Powder, Salts, Extracts, Acids, Scented or Unscented.

166,457.—Lucky, King & Cake Soap Company, Portland, Oreg. (Filed July 3, 1922. Used since 1897.)—Laundry Soap.

166,459.—The Eli Lilly and Company, Indianapolis, Ind. (Filed July 3, 1922. Under section 9 of the act of Mar. 19, 1920. Used since Feb. 19, 1921.)—Soap.

167,797.—Mrs. E. A. Blake, doing business as Austin

Manufacturing Co., Detroit, Mich. (Filed Aug. 4, 1922. Used since 1912.)—Preparation for Use in the Treatment of Hair and Scalp.

169,376.—Oswald Seifert, Salt Lake City, Utah. (Filed Sept. 12, 1922. Used since Sept. 17, 1915.)—Toilet Cream, Mouth Wash, Tooth Paste, Hair Balm, and Cleansing Cream.

169,829.—Georgia A. Simmons, Washington, D. C. (Filed Sept. 22, 1922. Used since Feb. 16, 1922.)—Preparation for Growing Hair and the Eradication of Dandruff.

169,917.—Niagara Alkali Company, Niagara Falls, N. Y. (Filed Sept. 25, 1922. Used since Aug. 3, 1922.)—Flake Lye Used as Detergent.

170,086.—Paul Prot & Cie, doing business as Parfumerie Lubin, Paris, France. (Filed Sept. 29, 1922. Used since May, 1920.)—Perfumes, Toilet Waters, Face Powder, Talcum Powder, Face Lotion, Face Cream, and Rouge.

170,307.—"3 W" Powder Company, Los Angeles, Calif. (Filed Oct. 4, 1922. Used since Feb. 1, 1922.)—Washing Powder.

170,635.—John J. Fox, Hancock, Mich. (Filed Oct. 12, 1922. Used since July 25, 1922.)—Hair Tonic.

171,382.—Parisian Specialty Co., Seattle, Wash. (Filed Oct. 30, 1922. Used since Feb. 18, 1922.)—Facial Packs.

171,451.—Colgate & Company, Jersey City, N. J. (Filed Nov. 1, 1922. Used since Apr. 21, 1921.)—Soaps.

171,565.—Aktiengesellschaft für Chemische Produkte Vormals H. Scheidemandel, Berlin, Germany. (Filed Nov. 4, 1922. Used since December, 1919.)—Pharmaceutical Preparation for Promoting the Growth of Human Hair.

171,779.—Blue Bird, Inc., Perfumers, New York, N. Y. (Filed Nov. 1, 1922. Used since September, 1915.)—Cold Creams, Vanishing Creams, Depilatories, Hair Growers, Hair Tonics, Hair Dyes, Hair Color Restorers, Hair Dressings, Eyelash and Eyebrow Preparations, Skin Astringents; Face, Hand, and Foot Lotions; Face Powders, Talcum Powders, Perfumes, Toilet Waters, Bath Salts, Rouges for Face and Lips, Shampoos, Sachets; Mud Pack, Lemon Pack, and Similar Face Packs; Finger-Nail Polishes; Cuticle Creams, Cuticle Removers, and Cuticle Lotions; Finger-Nail-Polish Removers, Scalp Ointments.

171,867.—Parfumerie Roger & Gallet, Paris, France. (Filed Nov. 11, 1922. Used since Nov. 4, 1903.)—Soaps, Soap Pastes and Soap Powders.

172,724.—Beebe Laboratories, Incorporated, doing business as Ward and Pierre, St. Paul, Minn. (Filed Dec. 1, 1922. Used since Oct. 1, 1922.)—Face Creams.

173,105.—Louis Philippe, Inc., New York, N. Y. (Filed Dec. 8, 1922. Used since 1913.)—Rouge, Powder, and Rouge Compacts, Brilliantines, Nail Polish, Face Powders, Toilet Waters, Massage Creams, Cold Creams, Face and Hand Lotions, Lip Sticks, Perfumery, Tooth Pastes, and Face Pastes.

173,261.—Walker Bros. Co., Boston, Mass., assignor to Za-Rex Food Products, Inc., Boston, Mass., a Corporation of Massachusetts. (Filed Dec. 12, 1922. Used since Nov. 30, 1922.)—Syrups and Extracts for Flavoring Food.

173,875.—E. Daltroff & Cie, doing business as Parfumerie Caron, Paris, France, assignor to Caron Corporation, a Corporation of New York. (Filed Dec. 27, 1922. Used since Dec. 1, 1913.)—Perfume, Toilet Water, Rouges, Face Powder, Talcum Powder, Brilliantine, Sachet Powder, and Dentifrices.

174,207.—Nevil Monroe Hopkins, New York, N. Y. (Filed Jan. 5, 1923. Used since Oct. 11, 1922.)—Dentifrices.

174,230.—Charles Mack Berman, New York, N. Y. (Filed Jan. 6, 1923. Used since Feb. 1, 1918.)—Powder Puffs.

174,376.—Yardley & Co., Limited, London, England. (Filed Jan. 9, 1923. Used since December, 1919.)—Bath-Salt Tablets, Toilet Water, Hair Lotion, Complexion Cream, Perfume, Sachet, Face Powder, Brilliantine, Bath-Salt Crystals, and Talcum Powder.

174,459.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Jan. 11, 1923. Used since Aug. 8, 1916.)—Reducing Soap.

174,589.—Parfumerie Roger et Gallet, Paris, France. (Filed Jan. 13, 1923. Used since May, 1892.)—Soaps, Soap Pastes and Soap Powders.

174,590.—Parfumerie Roger & Gallet, Paris, France. (Filed Jan. 13, 1923. Under ten-year proviso. Used since

May, 1922.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin, and Hair, and Perfumery.

175,277.—Taunton Electro-Chemical Company, Taunton, Mass. (Filed Jan. 29, 1923. Used since Dec. 1, 1922.)—Soap.

175,483.—Laura Gaspari, New York, N. Y. (Filed Feb. 3, 1923. Used since Oct. 18, 1922.)—Deodorants.

175,555.—Hall, Thralls & Co., Hymera, Ind. (Filed Feb. 5, 1923. Used since November, 1922.)—Shampoo, Scalp Oil, Dandruff Ointment, Hair Oil, and Skin Lotion.

175,596.—Charles F. Butterfield, doing business as Linamite Cleaner Corporation, Salina, Kans. (Filed Feb. 6, 1923. Used since Dec. 1, 1922.)—Cleaning Compound Used for Hand, Kitchen, Laundry, and General Household Purposes.

175,669.—Wm. McDonagh & Sons, New York, N. Y. (Filed Feb. 7, 1923. Used since Aug. 11, 1922.)—Toilet Articles—viz., Tooth Paste.

175,769.—William Cluff Company, Wilmington, Del., and San Francisco, Calif. (Filed Feb. 9, 1923. Used since Nov. 10, 1922.)—Laundry Soap.

175,805.—C. A. Murdock Mfg. Co., Kansas City, Mo. (Filed Feb. 9, 1923. Used since 1914.)—Food-Flavoring Extracts.

175,814.—South Bend Wholesale Grocery Company, South Bend, Ind. (Filed Feb. 9, 1923. Used since July, 1921.)—Food-Flavoring Extracts.

175,828.—Julius Wile Sons & Co., New York, N. Y. (Filed Feb. 9, 1923. Used since Jan. 24, 1923.)—Tooth Paste, Cold Cream, Talcum Powder and Perfume.

175,856.—J. Harvey Foote, doing business as Stain-Off Company, Burlington, Vt. (Filed Feb. 10, 1923. Used since Oct. 15, 1922.)—Preparation for use in Removing Discoloration from the Teeth.

175,990.—Inecto Incorporated, New York, N. Y. (Filed Feb. 13, 1923. Used since January, 1921.)—Face Cream.

175,999.—P. J. Schumacher Co., Inc., New York, N. Y. (Filed Feb. 13, 1923. Used since January, 1916.)—Face Cream and Powder.

176,074.—Robert H. Cromwell, doing business as Southern California Cosmetic Mfg. Co., Los Angeles, Calif. (Filed Feb. 15, 1923. Used since Nov. 7, 1922.)—Preparation for Imparting a Glossy Appearance to the Hair.

176,095.—Pennsylvania Salt Manufacturing Company, Philadelphia, Pa. (Filed Feb. 15, 1923. Under ten-year proviso. Used since 1854.)—Lye.

176,096.—Pennsylvania Salt Manufacturing Company, Philadelphia, Pa. (Filed Feb. 15, 1923. Under ten-year proviso. Used since 1854.)—Lye.

176,097.—Pennsylvania Salt Manufacturing Company, Philadelphia, Pa. (Filed Feb. 15, 1923. Under ten-year proviso. Used since 1854.)—Lye.

176,188.—James R. Irwin, Chicago, Ill. (Filed Feb. 17, 1923. Used since February, 1920.)—Tooth Paste and Liquid Dentifrice.

176,259.—Estee Laboratories Co., Dallas, Tex. (Filed Feb. 19, 1923. Used since July 21, 1922.)—Hair Dressing.

176,260.—Foley & Company, Chicago, Ill. (Filed Feb. 19, 1923. Used since July 17, 1922.)—Talcum Powder.

176,261.—Foley & Company, Chicago, Ill. (Filed Feb. 19, 1923. Used since April 24, 1922.)—Hair Oils.

176,263.—Foley & Company, Chicago, Ill. (Filed Feb. 19, 1923. Under ten-year proviso. Used since about Jan. 1, 1885.)—Tooth Paste, Glycerin, Castor Oil, and Essence of Peppermint.

176,277.—Pennsylvania Soap Company of Lancaster, Pa., Lancaster, Pa. (Filed Feb. 19, 1923. Used since June, 1917.)—Soap.

176,334.—Flash Chemical Company, Cambridge, Mass. (Filed Feb. 20, 1923. Used since Feb. 21, 1913.)—Toilet Soap.

176,335.—Flash Chemical Company, Cambridge, Mass. (Filed Feb. 20, 1923. Used since Feb. 21, 1913.)—Toilet Soap.

176,335.—Flash Chemical Company, Cambridge, Mass. (Filed Feb. 20, 1923. Used since June, 1913.)—Hand Soap.

176,357.—The Palisade Manufacturing Company, Yonkers, N. Y. (Filed Feb. 20, 1923. Used since April 10, 1889.)—Soap

176,428.—Pyraid Products Corporation, Newark, N. J. (Filed Feb. 21, 1923. Used since Dec. 22, 1922.)—Mouth-Wash Preparation.

176,454.—Vincent M. Corso, doing business as the Hare Manufacturing Company, Hartford, Conn. (Filed Feb. 23, 1923. Used since Jan. 1, 1920.)—Hair Tonics.

176,505.—Frederick G. Shaw, Brooklyn, N. Y. (Filed Feb. 23, 1923. Used since April, 1922.)—Cream to be Applied to the Skin as an Insect Repellent.

176,550.—Hyman Karlin, doing business as H. Karlin Co., New York, N. Y. (Filed Feb. 24, 1923. Used since Jan. 1, 1922.)—Pure Virgin Olive Oil.

176,748.—George W. Merritt Company, Inc., Norfolk, Va. (Filed Feb. 28, 1923. Used since 1909.)—Floral Antiseptic Hair Tonic.

176,749.—George W. Merritt Company, Inc., Norfolk, Va. (Filed Feb. 28, 1923. Used since 1909.)—Antiseptic Hair Grower.

176,763.—Ross Company, New York, N. Y. (Filed Feb. 28, 1923. Used since Nov. 29, 1922.)—Rouge.

176,764.—Ross Company, New York, N. Y. (Filed Feb. 28, 1923. Used since Jan. 26, 1923.)—Preparation for Treating the Eyebrows and Eyelashes.

176,775.—John Mills Wilson, San Diego, Calif. (Filed Feb. 28, 1923. Used since Jan. 27, 1923.)—Dental Anesthetic.

176,791.—The Diamond Laboratories, Inc., Seattle, Wash. (Filed Mar. 1, 1923. Used since Jan. 9, 1923.)—Hair Dressing.

176,817.—The Beautex Laboratories Company, Cleveland, Ohio. (Filed Mar. 2, 1923. Used since Dec. 15, 1922.)—Vanishing Cream, Cleansing and Tissue Cream, Cream Powder, Rouge in Compact and Stick Form, and Bleaching Cream.

176,912.—Irving Rodney Parsons, doing business as I. R. Parsons & Co., Chicago, Ill. (Filed Mar. 3, 1923. Used since Nov. 1, 1922.)—Nail Polish in Powder Form.

176,913.—C. Perceval, New York, N. Y. (Filed Mar. 3, 1923. Used since 1910.)—Olive Oil.

176,962.—Warren D. Gill, Los Angeles, Calif. (Filed Mar. 5, 1923. Used since Dec. 15, 1922.)—Tooth Paste.

177,027.—J. J. White, Chicago, Ill. (Filed Mar. 5, 1923. Used since Feb. 7, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

177,038.—E. Fougera & Co., New York, N. Y. (Filed Mar. 6, 1923. Used since Feb. 19, 1923.)—Toilet Water.

177,167.—Joseph J. Cosin, doing business as The Cosin Co., New York, N. Y. (Filed Mar. 9, 1923. Used since December, 1921.)—Powder Puffs.

177,299.—Sadie Holway, doing business as Columbia Ave. Beauty Parlor, Philadelphia, Pa. (Filed Mar. 12, 1923. Used since January, 1922.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

177,334.—Joseph Thompson, Sioux City, Iowa. (Filed Mar. 12, 1923. Used since Mar. 1, 1923.)—Hair Dressing.

177,379.—Houbigant, Inc., New York, N. Y. (Filed Mar. 13, 1923. Used since Mar. 1, 1923.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet, Brilliantine, Face Cream, Lotion for the Skin and Hair, and Rouge.

177,519.—San-I-Sal Laboratories, Inc., Washington, D. C. (Filed Mar. 15, 1923. Used since December, 1921.)—Preparation for the Prevention of Excessive Perspiration.

177,656.—Dearborn Supply Company, Chicago, Ill. (Filed Mar. 19, 1923. Used since June 28, 1922.)—Shampoo Preparation to Help Keep the Hair and Scalp in a Clean Hygienic Natural Condition.

177,657.—Dearborn Supply Company, Chicago, Ill. (Filed Mar. 19, 1923. Used since Apr. 11, 1918.)—Toilet Preparation in Powdered Form Which When Mixed with Lemon Juice, Cream, or Water and Applied to the Face Contracts and Hardens, Forming a Beauty Mask.

177,720.—Arthur Winarick, New York, N. Y. (Filed Mar. 19, 1923. Used since Sept. 15, 1921.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powder.

177,854.—Simeon S. Levy, doing business as La Fleur Laboratories, Cleveland, Ohio. (Filed Mar. 22, 1923. Used since Sept. 20, 1919.)—Hair Dressing.

178,030.—Essential Oil Company, New York, N. Y. (Filed Mar. 26, 1923. Used since Jan. 3, 1923.)—Essential Oils Used in the Production of Perfumes.

178,146.—Standard Oil Company of New York, New York, N. Y. (Filed Mar. 27, 1923. Used since Mar. 7, 1923.)—Petroleum Jelly for Medicinal and Toilet Uses.

178,182.—Hiram Merritt, doing business as Diozone Company, Newburgh, N. Y. (Filed Mar. 28, 1923. Used since Feb. 28, 1921.)—Paste for Cleaning False Teeth.

178,276.—Ortho Manufacturing Company, Inc., New York, N. Y. (Filed Mar. 29, 1923. Used since Feb. 1, 1923.)—Liquid Dentifrice, a Pharmaceutical Preparation.

178,280.—George H. Pound, doing business as Tress Laboratories, Los Angeles, Calif. (Filed Mar. 29, 1923. Used since December, 1922.)—Hair Tonic.

178,472.—The Remiller Co., New York, N. Y. (Filed Apr. 2, 1923. Used since Mar. 29, 1923.)—Face and Hand Lotion.

178,554.—The Chrystal Chemical Co., Inc., New York, N. Y. (Filed Apr. 2, 1923. Used since Sept. 1, 1922.)—Powder for Nursery and Toilet Use.

178,570.—Salon Viennese, New York, N. Y. (Filed Apr. 4, 1923. Used since Apr. 2, 1923.)—Facial Oil and Ointment.

178,575.—Sterling Price Taylor, doing business as Taylor Drug Company, Mineral Wells, Tex. (Filed Apr. 4, 1923. Used since July 20, 1922.)—Liquid Dandruff Remover.

178,676.—Carl A. Schwarze, doing business as Sindol Co., Woodhaven, N. Y. (Filed Apr. 6, 1923. Used since Apr. 2, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

179,371.—The Hossier Manufacturing Co., Indianapolis, Ind. (Filed Apr. 19, 1923. Used since December, 1895.)—Soap Compounds.

179,452.—James A. Baggett, doing business as Submarine Pyorrhia Co., Dallas, Tex. (Filed Apr. 21, 1923. Used since Oct. 15, 1922.)—Tooth Paste or Dental Cream.

#### TRADE-MARK REGISTRATIONS GRANTED (Act of March 19, 1920)

*(These Registrations Are Not Subject to Opposition.)*

169,416.—La France Manufacturing Co., Philadelphia, Pa. (Filed Sept. 28, 1922. Serial No. 170,026. Used since Sept. 20, 1909.)—Laundry Tablets.

169,720.—Maurice Levy, New York, N. Y. (Filed Mar. 13, 1923. Serial No. 177,393. Used since Feb. 1, 1922.)—Powder Puffs.

169,936.—Luckel, King & Cake Soap Company, Portland, Oregon. (Filed July 3, 1922. Serial No. 166,458. Used since Jan. 1, 1909.)—Laundry Soap.

169,938.—E. Daltroff & Cie, doing business as Parfumerie Caron, Paris, France, assignor to Caron Corporation, a Corporation of New York. (Filed Dec. 27, 1922. Serial No. 173,879.)—Perfume, Toilet Water, Rouges, Face Powder, Talcum Powder, Brilliantine, Sachet Powder, and Dentifrices.

170,331.—Wesley L. Scholl, doing business as The Soiloff Company, Eldorado, Kans. (Filed June 5, 1922. Serial No. 165,038. Used since Mar. 15, 1922.)—Soap.

#### REGISTRATION APPLICATION WITHDRAWN

The Trade Mark Bureau of the American Drug Manufacturers' Association reports that Sharp & Dohme has withdrawn an application for the registration of Synephrin.

#### PATENTS GRANTED

1,448,706.—Closure Fastener. Preston P. Daly, of Philadelphia, Pa. Filed December 2, 1920. Serial No. 427,715. Two claims.

1. In a device of the class described, a container having a threaded neck portion formed thereon, and also having a ball-shaped socket formed therein adjacent the neck portion,

a screw cap for said container also provided with a ball-shaped socket therein, a flexible connection, ball members carried at the ends of said connection and respectively mounted in the ball-shaped sockets of said cap and container.

2. In a device of the class described, a container having a threaded neck portion thereon, a ball-shaped socket formed therein adjacent the neck portion, a screw cap for said container, said cap having an extra thick top portion, said top portion of the cap being provided with a ball-shaped socket, a flexible connection, provided with ball members at the ends thereof fitting respectively in the aforesaid ball sockets of said container and cap, said ball members provided with means whereby the cap is rotatable about the adjacent ball member and also affording means to prevent leakage of contents of the container at the connection with said ball members.

1,459,773.—Process for Recovering the Residual Soap from Carbonate-of-Lime Sludge. Peter Krebitz, Munich, Germany. Original application filed June 15, 1921. Serial No. 477,787. Divided and this application filed Nov. 16, 1922. Serial No. 601,391. 1 Claim. (Cl. 87-16.)

In the herein described process of recovering residual soap from carbonate of lime sludge, the step which consists in adding to the sludge a sufficient quantity of resin soap so that the entire soap content of the sludge will consist of at least 20 per cent of saponified resin.

1,459,798.—Vanity Box. Carlyle C. Prindle, Douglaston, N. Y. Filed Feb. 12, 1923. Serial No. 618,479. 4 Claims. (Cl. 132-83.)

1. A vanity box comprising a powder holding compartment; an open-centered top therefor; a covering pan removably secured in service on said top for closing the center thereof; means communicating with the interior of said compartment for delivering a small quantity of powder from said compartment to the upper side of said pan; and a closure cover for said box adapted when closed for pressing a manipulator for said powder close upon said pan for limiting the delivery of said powder from said compartment to said pan.

1,459,852.—Manufacture of Ethyl Acetate. Martin Mugdan and Willy Herrmann, Nuremberg, Germany, assignors to Consortium für Elektrochemische Industrie G. m. b. H., Nuremberg, Germany. Filed Nov. 26, 1913. Serial No. 803,279. 13 Claims. (Cl. 260-106.)

1. The process of making ethyl acetate which comprises bringing acetaldehyde in contact with aluminum alcoholate and a substance containing a halogen.

1,460,192.—Vanity Case. Harry R. Barr, Philadelphia, Pa., assignor of one-third to Christian Boyd' Zacharias and one-third to Wayne E. Byers, both of Chambersburg, Pa. Filed Jan. 24, 1923. Serial No. 614,583. 7 Claims. (Cl. 132-83.)

3. A vanity case comprising opposed members normally facing each other to form a closed case, hinge means connecting said members, and a mirror carried exteriorly by one of said members and movable to a position in extension of said member away from said hinge means, whereby said mirror and said members may be positioned in alinement facing in the same direction.

1,460,509.—Vanity Box. Ralph Wm. Wilson, New York, N. Y. Filed Oct. 6, 1922. Serial No. 592,706. 2 Claims. (Cl. 132-83.)

1. In a device of the character described, the combination with a box having an inner and outer cover hinged at opposite sides of the box, a powder compact in said box, a powder puff for said powder, a mirror mounted inside of the inner cover, a vertical wall on said cover, adapted to telescope inside the vertical wall of the powder compartment of the box, a flange on said inner cover adapted to engage and abut the upper edge of the side wall of the box, an outer cover having peripheral walls which telescope the outside of the side walls of the box and abut the shoulder formed thereon, the flange on the inner cover being fitted to the inside of the wall of said upper cover, a rouge compact on the inside of said outer cover.

1,460,864.—Powder Box. LeRoy Root, New York, N. Y., assignor to Scovill Manufacturing Company, a Corporation of Connecticut. Filed Feb. 28, 1922. Serial No. 539,918. 3 Claims. (Cl. 132-82.)

1. A vanity box for containing loose powder having a bottom compartment and a cover, a powder container posi-

tioned in the bottom of the box and bodily removable therefrom, said container comprising a flexible plate formed with a downwardly extending flange and having powder distributing orifices, a pocket open against the plate and secured to the plate under its outer edge, the other end of the pocket being of flexible material and a thin disk closing the end of the pocket, the material of the pocket being removably turned under the lower edge of the disk, and a spring arranged outside the container and bearing against the under side of the flange.

1,460,906.—Vanity Box. Burdon P. Hyde, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Feb. 5, 1923. Serial No. 616,889. 5 Claims. (Cl. 132-83.)

5. A loose powder box having a powder compartment, a ring having a flange tightly engaging the walls of the compartment, a rim on the ring, the edge of the rim being bevelled and terminating in a downwardly extending flange, and a lid having a bevelled edge and flange extending downwardly therefrom co-operating with the ring to form a powder tight joint.

1,460,940.—Vanity Case. William H. Denney, South Orange, N. J. Filed Dec. 6, 1922. Serial No. 605,238. 5 Claims. (Cl. 132-83.)

1. A container including a body having a bottom and a flange formed with a cutout portion, and a tray comprising a bottom and a flange, said tray hinged to the body to swing laterally, the flange of the tray forming a closure for the cutout portion of the body.

1,460,967.—Vanity Case. William G. Kendall, Newark, N. J., assignor to Henri Rigaud, doing business as Parfumerie Rigaud, New York, N. Y. Filed Jan. 22, 1923. Serial No. 614,231. 5 Claims. (Cl. 132-83.)

1. A vanity case comprising a main receptacle, a vertically swinging cover hinged thereto, and a laterally swinging auxiliary receptacle hinged thereto, said cover and laterally swinging auxiliary receptacle being secured to the main receptacle by a single hinge member.

#### Trade-Mark Convention with Latin America

The Inter-American High Commission has issued a detailed explanation of the convention adopted at the recent Santiago Congress to harmonize American and Latin-American laws affecting trademark and patent protection. The new convention was adopted as a substitute for the agreement approved at the Buenos Aires Conference in 1910, but which had never been ratified by some of the American nations, because it was in conflict with their national laws. Several other Central American countries had announced recently their intention of withdrawing from the treaty.

There is a fundamental difference, it was explained, between the trade-mark laws of the United States and those of Latin-America, in that right of protection to a trademark is obtained in the United States through use, while in Latin-America such protection is obtained through registration.

"The provision which covers this essential difference in the national practices is especially important for the American trade-mark owners," says the statement, "and it is believed that, giving them full protection, it does not violate in any way the laws of the Latin-American countries. The main principle which has inspired the convention is the principle of protecting rights legitimately acquired."

One article of the convention provides that "all differences between the contracting States relative to the interpretation or execution of this convention shall be decided by arbitration."

#### Proper Names as Trade-Marks in Argentina

In a recent decision the Argentine courts have held that a person may rightfully oppose the registration as a trademark of a word which is identical with his proper name, whether or not he possesses a trade-mark himself, and irrespective of whether or not the mark opposed is prejudicial to his business, and that the registry of a trade-mark applied for under these conditions should not be permitted.

## PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

### Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Food and Drugs Act, Nos. 11,301 to 11,350, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the only ones of interest to our readers related to olive oil misbranding and adulteration. There were two fines, one of \$200 and another of \$100. Three other seizures were condemned, forfeited and sold.

### Dr. C. A. Browne Heads Chemistry Bureau

Dr. Charles A. Browne, of New York, writer and expert on agricultural chemistry, has been appointed chief of the Bureau of Chemistry of the Department of Agriculture by Secretary Wallace. Dr. Browne was formerly connected with this bureau, but resigned in 1907 to accept a position with the New York Sugar Trade Laboratory, Inc., of which he is now the chief chemist. He is to take up his new duties in the autumn.

Dr. Browne has done notable work in the field of agricultural chemistry. He is an associate editor of the *Journal of the American Chemical Society* and is the author of many bulletins, papers and text books on chemical subjects. He was born in North Adams, Mass., in 1870. After taking his M. A. degree at Williams he studied at the University of Göttingen, Germany, where in 1902 he received both the M. A. and Ph. D. degrees. He took up his profession as a chemist in New York in 1892.

The office of chief of the Bureau of Chemistry has been vacant since the resignation of Dr. Carl L. Alsberg, July 15, 1921. Walter G. Campbell, who was assistant chief of the bureau and in charge of the enforcement of the Federal Food and Drugs act, has been acting chief of the bureau. The law requires that the chief of the bureau be a chemist.

### Vanilla Beans Grow in Import Volume

March imports of vanilla beans into this country fell off slightly from February, the March total being 64,308 pounds, valued at \$139,351. This was much below the average. In March, 1922, the figures were: 132,488 pounds, valued at \$260,838.

For the fiscal nine months ending March 31, the figures were:

1923, 14,552,889 pounds; valuation, \$1,672,556.  
1922, 6,211,943 pounds; valuation, \$418,500.

Our readers will note the relative differences in valuations and pounds of product as shown in the comparative figures given above.

### Arrested for Selling Flavoring Formulas

Salvatore Cassia, 315 New York avenue, Brooklyn, N. Y., was held in \$10,000 bail by Magistrate Henry R. Goodman in the Harlem Court, New York City, recently, on a charge of grand larceny. Salvatore Russo, dealer in flavoring extracts, said he paid Cassia \$5,000 for thirty formulas for making non-alcoholic beverages. Russo said he learned that Enoch Imica, of 339 East 109th street, was the rightful owner of the formulas. Cassia had been employed in the Imica laboratories.

### Food Inspection in New York City

In March the New York City Health Department made 38,445 food and other inspections. There were 1,885 arrests and fines were imposed amounting to \$12,221. Analyses were made of 81 samples of olive oil, three being found to be adulterated.

## BOOK REVIEWS

(Continued from page 256)

ter, but the quality of oil produced there is not considered as good as that of the Java product. Although the citronella plant growing in Ceylon is a different variety from that growing in Java, this is not so much the cause of the difference in quality, as the greater care given in Java to cultivation. A very interesting illustration shows how the "sereh" is gathered in Java. In Ceylon the plantations are mostly in the hands of natives. Java citronella oil is judged by its geraniol content, which must be at least 85 per cent.

After citronella oil, the next in importance is lemongrass oil, the 1919 production of which amounted to 11,353 kilos in Java. The quality of the Java product is considered fairly good, as is evidenced by its high citral content. It is used extensively for the preparation of ionone from citral.

The cultivation of palmarosa was introduced into the Dutch East Indies only in 1904, when seed was obtained from British India. There is only one plantation in Java producing this oil, and, although its quality is very good, the quantity is very unimportant.

In 1919, Java exported 2,365 kilos of vetiver roots to Holland, France and the Straits Settlement; no figures are known about the exportation of the oil.

Sumatra exports quite considerable quantities of patchouli leaves to the Malay States (1,650,000 Kg. in 1919), from where it is exported after being sorted.

The cinnamon plant was introduced in Java in 1828, and is quite an important product in the Dutch East Indies, although the author states no figures, except those concerning Ceylon and the Seychelles.

Cloves have been grown in the Dutch East Indies since the early days of the East India Company; nevertheless in 1919, the quantity produced was only 73,262 kg., as compared with 131,000,000 kg. from Zanzibar.

Nutmegs and mace are exported from the Dutch East Indies in considerable quantities, but the author gives no particulars.

In 1919, the following quantities of pepper were exported from the Dutch East Indies: White pepper, 7,715,423 kg.; black pepper, 32,397,693 kg.; cubeb, 224,732 kg.; long pepper, 226,488 kg.

The following oils are distilled from wild plants in the Dutch East Indian possessions: Cajaput oil (112,000 lbs. in 1919); Sandalwood (450,000 lbs. of wood in 1919); Wintergreen, Cananga, Ylang-Ylang.

The following is a list of essential oil plants that could be successfully cultivated in Java: Basilicum, chenopodium, pimento, bitter almond, ginger, rosemary, lemon, thyme, origanum, peppermint, lavender, bay, coriander, geranium and camphor.

The book contains a number of interesting illustrations most of which are taken elsewhere than in the Dutch East Indies, but there are a few original ones among them, especially regarding the citronella oil manufacture and the cultivation of sereh grass.

"ADVERTISING ARTS & CRAFTS," published quarterly by Lee & Kirby, Inc., 28 West 44th street, New York, \$1 per copy. Two editions are printed, New York and Chicago.

This is a new and valuable trade directory listing with 'phone numbers advertising agencies, artists, illustrators, engravers, printers and other professions having to do with advertising from its origin to its final appearance in the publications reaching the ultimate consumers. It fills a real want.



## BULGARIA

**ROSE HARVEST.**—Theodore K. Shipkoff, under date of June 30, reports that the rose harvest of 1923 has been distilled and its output carefully verified. He says: "The harvesting, on account of the cold snap in early April, began one week later, but ended one week earlier, as the weather during the distillation season was unusually hot and dry. It began on May 22 and ended on June 7, thus lasting only 16 days, instead of 28 days—the usual average distilling period. During the harvest we had only two short showers, which were not sufficient to break up the hot wave. In addition to the hot weather, we had also five successive days of strong southern wind, making the rosebuds open prematurely and sapping not a little of the perfume of the flowers, thus further decreasing the output of the new crop. While this year's crop is not the smallest on record, it is a very short one and considerably below our expectations."

"The total yield of rose flowers amounted to 5,100,000 kilograms (11,375,000 lbs.) out of which were distilled 1,500 kilograms (52,875 ozs.) of otto of rose, of which 580 kilograms (20,445 ozs.) were distilled by the big factories, and about 920 kilograms (32,430 ozs.) by the growers themselves. The yield was one kilogram of otto of rose from 3,400 kilograms of flowers, or one ounce from about 220 pounds of flowers, about 25 per cent less than the average. The quality of the new otto is excellent and of very fine grade. There are very few, if any, adulterated lots. Comparatively, this year's crop is only one-third of the output of the prewar crops, and about 35 per cent less than last year's; but the shortage will readily be covered by the stock left unsold from the previous four crops. Since the World War, tobacco culture has become the most important and best paying industry in Bulgaria and hundreds of acres of rose gardens in the lowlands were uprooted last year to make room for tobacco plantations. The cost price of the new otto is much higher this year. It is a trifle over \$7 per kilogram, and this higher cost is bound to advance the price of pure otto of rose in the consuming markets 25 to 30 per cent."

## FRANCE.

**THE PARIS FAIR.**—Covering a surface of about 45 acres and held at the same time on the Esplanade des Invalides and the Champ de Mars, the Paris Fair has this year brought together all branches of French production. On the Champ de Mars are the buildings reserved for mechanics and electricity, while at the Invalides may be found the sections on furniture, food, decorative arts, chemical products and perfumery, shoemaking, clothes, jewelry and finally two new groups: a salon of French wines and a salon of music. The total number of exhibitors is estimated at about 5,000,

(Continued on page 264)

## THE MARKET

## Essential Oils, Aromatic Chemicals, Etc.

Trade in essential oils has been better during the past month than is generally the case at this season. The improvement, which is a continuation of that which was beginning to develop when the situation was last reviewed in these columns, is no doubt largely due to the more stable conditions as to prices that have displaced, to some extent, the uncertainties and weakness in not a few staples that characterized the earlier part of the year. As those depressing conditions undoubtedly curtailed purchases to an extent which left the average buyer without adequate supplies for any extended period, so now the steadier tone and, in a number of instances, advancing prices have stimulated demand at a time when normally a quiet period would be in order. It should not be inferred, however, that the market is really active. The improvement, in fact, is of but moderate extent and would not be notable, say, a month or six weeks hence, when the autumn season would be under way. Nevertheless, it can be said that the books of manufacturers and wholesale dealers made a considerably better showing for June than they did a year ago, or for that matter a number of previous Junes.

In the matter of prices, among the most notable increases have been those that have occurred in the flower group. Early promise of good if not abundant crops of the basic materials have been dissipated by the injurious effects of a cold, late spring, followed by excessive heat, the temperatures in many parts of Europe in the last couple of weeks having been unprecedentedly high. For instance, the Bulgarian rose crop, according to latest cable advices from Sofia, shows a shortage instead of the increase over that of last year that was indicated by earlier reports. Naturally this has reacted upon the market for rose oil, stiffening spot prices and enhancing the cost of the new product. Not only is the Bulgarian crop reported to be deficient in blooms, but the yield of oil is far below normal. Neroli also was expected to be in large supply this season but the weather conditions have spoiled the prospect to the extent, at least, of cutting down the yield. Lavenders also, have been affected by the same influence and the market for the oil has consequently a rising tendency. At last accounts the outturn of rosemary, which is now being made, was quite large. African geraniums of the old crop is very closely cleaned up and the little that remains is in strong hands. The new crop is about ready for shipment and recent advices indicated that it might reach 20,000 lbs. The prices demanded, however, are high as compared with last year. Orange flowers being cheaper abroad, the oil is obtainable on a lower basis. South American petitgrain has advanced in the primary market and is higher here.

In the seed oils the firmness prevailing a month ago has been maintained and somewhat accentuated by reports from primary sources, indicating short crops, or at least depreciation of quality in those being gathered. Prices abroad are higher and still have an advancing tendency.

The spice oils also have had an upward inclination of

(Continued on page 264)

# PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices on Soap Materials)

## ESSENTIAL OILS

Almond, Bitter, per lb.	\$4.00@	\$4.25
Almond, S. P. A.	4.25@	4.50
Almond, F. F. C. "art."	2.25@	
Almond, Sweet True	.37@	.40
Almond, Apricot Kernel	.25@	.29
Amber, crude	.80@	
Amber, rectified	1.00@	1.10
Amyris, balsamifera	4.00@	
Anise, "lead free U.S.P."	.52@	
Aspic (spike) Spanish	.75@	.90
French	1.15@	1.25
Bay, Porto Rico	2.60@	2.70
West Indies	2.60@	2.70
Bergamot, 35-36 per cent	2.75@	
Birch sweet N. C.	2.10@	2.25
Penn. and Conn.	3.50@	4.00
Birchtar, crude	.50@	.55
Birchtar, rectified	1.00@	
Bois de Rose, Femelle	3.00@	
Cade, U. S. P. "IX"	.45@	.50
Cajeput, Native U. S. P.	.85@	.90
Calamus	4.25@	
Camphor, Jap. "white"	.16 1/2@	.17
Cananga, Java	2.50@	
Cananga, Java rectified	3.50@	3.75
Caraway Seed, rectified	7.50@	
Cardamon, Ceylon	25.00@	
Carvol	12.00@	15.00
Cassia, rectified, U.S.P.	3.25@	3.50
Cedar Leaf	1.15@	1.25
Cedar Wood	.27@	.28
Celery	10.00@	11.00
Cinnamon, Ceylon	12.00@	15.00
Citronella, Ceylon	.75@	.80
Citronella, Java	.90@	.95
Cloves, Bourbon	2.75@	
Cloves, Zanzibar	2.40@	2.50
Coipaiba	.40@	
Coriander	21.00@	23.00
Croton	1.15@	1.20
Cubes	6.00@	6.25
Cumin	15.00@	
Dillseed	5.00@	6.50
Erigeron	.95@	
Eucalyptus, Aus., "U.S.P."	.52@	.55
Fennel, Sweet	1.25@	
Geranium, Rose Algerian	8.25@	9.00
Geranium, Bourbon	6.50@	6.75
Geranium, Turkish (palma rosa)	4.75@	
Ginger	6.00@	
Gingergrass	3.00@	
Guia (Wood)	4.85@	
Hemlock	1.60@	1.75
Juniper Berries, rectified	1.35@	1.50
Lavender, English	32.00@	
Lavender, U. S. P. "IX"	2.85@	3.25
Lemon	.80@	1.00
Lemon "Calif."	.95@	1.00
Lemongrass	.90@	
Limes, distilled	.90@	1.00
Limes, expressed	1.75@	1.85
Linaloe	2.25@	2.35
Mace, distilled	1.00@	
Mirbane	.15@	
Mustard, genuine	18.00@	
Mustard, artificial	2.50@	2.75
Neroli, Bigarade, Pure	125.00@	
Neroli, Petale, extra	150.00@	
Nutmeg	1.00@	
Opopanax	28.00@	
Orange, bitter	2.80@	
Orange, sweet, W. Indies	3.00@	
Orange, sweet, Italian	3.75@	4.00
Orange, Calif.	3.50@	

Origanum, imitation	30@	
Orris Root, concrete, foreign	5.25@	
Orris Root, concrete, domestic	3.50@	
Orris root, absolute (oz.)	54.00@	
Parsley	3.50@	
Patchouly	8.00@	9.00
Pennyroyal, American	2.40@	
Pennyroyal, French	1.85@	1.95
Peppermint	2.75@	3.00
Peppermint, redistilled	3.00@	
Petit Grain, So. American	1.75@	1.80
Petit Grain, French	8.00@	9.00
Pimento	1.90@	
Pine Needles, from <i>Pinus Sylvestris</i>	2.00@	
Rose, Bulgaria	6.00@	8.00
Rosemary, French. (fb)	.55@	.60
Rosemary, Spanish	.50@	.55
Rue	4.50@	
Sage	3.75@	
Sandalwood, East India	8.00@	
Sassafras, artificial	.45@	.50
Sassafras, natural	1.10@	
Savin, French	3.25@	
Snake Root	16.00@	
Spearmint	2.60@	2.70
Spruce	1.60@	1.75
Tansy	7.25@	
Thyme, French, red	1.10@	
Thyme, French, white	1.20@	
Thyme, Spanish, red	1.00@	
Vetiver, Bourbon	5.50@	6.00
East India	22.00@	25.00
Wintergreen, Southern	4.25@	4.35
Pennsylvania	7.50@	9.00
Wormseed	7.50@	
Wormwood	6.50@	
Ylang-Ylang, Manila	30.00@	40.00
Ylang-Ylang, Bourbon	5.50@	9.00
DERIVATIVES AND CHEMICALS		
Acetophenone	4.75@	
Amyl Salicylate, dom.	1.50@	
Amyl Salicylate, foreign	1.75@	
Anethol	1.35@	1.50
Anisic Aldehyde, foreign	4.50@	
Domestic	3.75@	
Benzaldehyde, domestic		
U. S. P.	1.65@	
Benzaldehyde, F. F. C., domestic	2.00@	2.10
Benzilideneacetone	4.00@	4.50
Benzyl Acetate, domestic	1.50@	1.65
Benzyl, Acetate, foreign	1.75@	2.00
Benzyl Alcohol	1.65@	
Benzyl Benzoate	1.85@	2.00
Borneol	3.00@	
Bornylacetate	4.25@	
Bromostyrol	4.75@	
Carvol	12.00@	15.00
Cinnamic Acid	3.00@	3.50
Cinnamic Alcohol	12.00@	16.00
Cinnamic Aldehyde	3.50@	3.75
Citral, C. P.	2.75@	
Citronellol, domestic	7.00@	8.00
Citronellol, foreign	12.00@	
Cumarin, natural	15.00@	
Cumarin, artificial, domestic	4.65@	4.75
Cumarin, artificial, for.	5.50@	
Diphenylmethane	2.25@	2.50
Diphenyloxide	.85@	.90
Ethyl Cinnamate	5.50@	
Eucalyptol	.80@	.85
Eugenol	3.25@	3.75
Geraniol, domestic	3.50@	
Geraniol, foreign	3.75@	4.00
Geranyl-Acetate	5.00@	
Heliotropin, domestic	2.00@	2.25
Indol, C. P.	4.50@	5.00
Iso-Butyl-Salicylate		nominal
Iso Eugenol	5.00@	6.50
Linalool	5.00@	
Lily Base (Hydroxycitronellal)	11.00@	15.00
Linalyl Acetate	8.75@	
Linalyl Benzoate		nominal
Methyl Acetophenone	6.00@	
Methyl Anthranilate	3.75@	4.00
Methyl Cinnamate	5.50@	
Methyl Eugenol	8.50@	9.00
Methyl Heptene	9.00@	
Methyl Heptene Carbon	44.00@	45.00
Methyl Iso Eugenol	14.50@	
Methyl Paracresol	6.50@	
Methyl Phenylacetate, Art. Honey Aroma	6.50@	
Methyl Salicylate	.60@	.65
Musk Ambrette	14.00@	15.00
Musk Ketone	13.50@	14.00
Musk Xylene	3.50@	
Nerol	48.00@	
Nonylic Alcohol		nominal
Phenylacetaldehyde	10.00@	12.00
Imported		12.00@ 14.00
Phenyl Ethyl Acetate	20.00@	
Phenylethylic Alcohol	8.50@	9.00
Phenylacetic Acid	3.50@	
Rhodinol, domestic	18.00@	22.00
Rhodinol, foreign	18.50@	22.00
Safrol	.60@	
Skatol, C. P.	.80@	
Terpineol, C. P., dom.	.55@	.65
Terpineol, C. P., imp., lb.	.85@	1.00
Terpinyl Acetate	1.75@	
Thymol	3.25@	3.75
Vanillin	.41@	.43
BEANS		
Tonka Beans, Para	.95@	1.00
Tonka Beans, Angostura	2.20@	2.25
Vanilla Beans, Mexican	9.75@	12.00
Vanilla Beans, cut	6.25@	6.75
Vanilla Beans, Bourbon		
whole	5.00@	
Vanilla Beans, Bour. cut	4.75@	5.25
Vanilla Beans, Tahiti yellow label		nominal
White label		nominal
SUNDRIES		
Alcohol Cologne spts. gal	4.77@	4.90
*Ambergris, black. (oz.)	10.00@	18.00
Ambergris, gray (oz.)	28.00@	
Chalk, precipitated	.03 1/2@	6 1/2
Civet horns (oz.)	2.65@	
Lanolin hydrous	.22@	.24
Lanolin anhydrous	.24@	.30
Menthol	9.75@	10.25
Musk, Cab., pods. (oz.)	18.00@	20.00
Musk, Cab., grains. (oz.)	26.00@	28.00
Musk, Tonquin, gr. (oz.)	32.00@	34.00
Musk, Tonquin, pods (oz.)	23.00@	23.50
Orris Root, Florentine, whole	.08@	.10
Orris Root, Powdered	.10@	.15
Rice Starch	.16@	
Talc, Italian (ton)	45.00@	60.00
Talc, French (ton)	25.00@	50.00
Talc, domestic (ton)	18.00@	40.00

\*Nominal.

## THE MARKET

(Continued from page 262)

late. Clove has advanced decidedly and although the spice is now a little easier there is no prospect of an early downward reaction of prices for the oil. Citronella, which had been unusually dull here, while at the same time Europe was an unprecedentedly heavy buyer, now that the home demand has started up, has advanced quite sharply. Indications point to a further rise as the market here is lightly supplied and there is said to exist a large short interest in Europe, efforts to cover which are sending up prices in Colombo.

The Messina essences, with the exception of orange, are quiet. In sympathy with Italian advices the market is firm and higher, the advance in orange having been most pronounced. Speculative manipulation in the primary market has been largely responsible for it, though the Etna eruption, having done great damage in the Messina section, offered a legitimate excuse for raising prices. Lemon, being in larger supply, is slower to respond to strengthening influences, while bergamot, though not so plentiful as the latter, is not the subject of as much attention from speculative or trade buyers as orange.

## Synthetic and Aromatic Chemicals

There is a better tone to the market for the synthetic chemicals, notwithstanding the unsettled situation relative to some of the basic materials, notably phenol. The agitation for a revision of the tariff on certain commodities, notably vanillin, continues though opinion as to the desirability of a change is divided and in any event there is no possibility of a revision until Congress meets. There have been comparatively few price changes during the month and still fewer of these have been in an upward direction. Among the latter is benzilidene acetone, which is fully \$1 higher, \$4 now appearing to be the inside price. Higher costs of production and limited available supplies rather than any material increase in consumption are assigned as the cause of the advance. Fresh competition has caused a decline in domestic heliotropin, there being sellers at \$2 and on large orders that price might be shaded. Methyl anthranilate is offering freely at a decline, the current range of prices being \$3.75 to \$4, as to quantity and seller. C. P. terpineol in sympathy with the raw material is lower, 55 to 65 cents now being full quotations, according to the size of order. In the balance of the list no appreciable price changes have occurred during the interval.

## Vanilla Beans

The current supply of Mexican vanilla beans being extremely light and the new crop still far off, prices are advancing. Bourbons also are higher than a month ago and based on advices from France the indications are that a much greater rise in market values will be seen in the near future. Demand for both descriptions is regulated by current requirements, the prospect that they will have to pay more by waiting having so far failed to induce buyers to anticipate wants. Angostura tonkas are firm and higher, stocks having recently been reduced by purchases made for the tobacco trade. The Para grade is unchanged, but prices quoted are somewhat nominal.

## Sundries

Alcohol cologne spirits remain pegged at \$4.77 to \$4.90 as to quantity. Lanoline is a little cheaper. Cabardine musk might be bought at \$18 to \$20 in pods and at \$26 to \$28 for grained, while Tonquin grained has advanced, \$32 being asked for large lots when wanted, while up to \$34 is commanded by smaller quantities. The pods remain unchanged. Whole Florentine orris root is obtainable at 8 to 10 cents and the powdered at 10 to 15 cents as to quantity. In the other commodities on the list prices are unchanged. Trade generally is fair for the season, with no great amount of interest shown in any line.

## Study of a Disease of Orange Fruits

Philippine *Journal of Science*, June, 1923, contains an interesting article, illustrated by plate, on "A Disease of Satsuma and Mandarin Orange Fruits caused by *Gloeo-sporium Foliicolum Nishida*," by H. Atherton Lee, mycologist of the Bureau of Science at Manila.

## FOREIGN CORRESPONDENCE

(Continued from page 262)

as against only 1,700 exhibitors five years ago. The growth bears witness to the efforts of French merchants and industrialists toward economic development. It was principally to this commercial activity that M. Dior, Minister of Commerce, paid public respect in his inaugural address.

The Minister of Commerce, accompanied by M. Strauss, Minister of Public Hygiene and Prevention, reviewed all the stands under the guidance of M. Godet, president of the Committee of Organization, and of M. Roger, president of the Paris Chamber of Commerce. With them were many other officials, including MM. Dausset, Raphaël-Georges Lévy, senators; Duval-Arnould, Chassaigne-Goyon and Le Corbeiller, deputies. At the Esplanade des Invalides the booths were decorated as for a fête. M. Dior and his retinue stopped for a long time before the show windows and cases that had been arranged with great taste by the perfumers and by the manufacturers of cosmetics. He congratulated them on the elegance of their arrangement and on the fineness of the toiletries displayed.

At the Hôtel-de-Ville there was a reception of the members of the organizing committee of the Paris Fair. The guests were received by M. Godin, vice-president of the Municipal Council, assisted by MM. Juillard, Prefect of the Seine; Naudin, Prefect of Police; Robaglia, president of the General Council, and La-bouchère, head of the Cabinet of the Minister of Commerce, and representing M. Dior. Several speeches were made.

## GERMANY

SOME IMPORTS.—Economist Consul Maurice Parmelee, at Berlin, reports the following comparative figures on German imports of manufactured wax, solid fatty acids, etc., for candles, soap and other wax goods: Year 1913, 45,750 metric tons; May 1 to December 31, 1921, 15,328 metric tons.

SAFEGUARDING BUSINESS IN BERLIN.—The consensus of opinion in commercial circles in Berlin is that the cash-against-documents method of payment is the safest and protects both parties in cases of violent fluctuations of the mark. This method of payment was in effect prior to the war, but was changed to the credit method upon representations by German houses. The latter has been most unsatisfactory to both American firms and their German connections. Trade extension will greatly benefit if the cash-against-documents method is insisted upon. American houses would also greatly benefit by quoting and accepting only dollars in payment on account of the unsteadiness of the exchange situation.

## RUMANIA

PROPOSED IMPORT PROHIBITION ON ALL LUXURIES.—Consul Ely E. Palmer, Bucharest, March 5, reports: The Rumanian Government is considering the advisability of prohibiting the importation of all articles classed as luxuries, for the purpose of bettering the exchange situation.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.



### MAKING THE SOAP SECTION STILL BETTER

Our SOAP SECTION, which has been eminently interesting and successful since Dr. Thomssen assumed editorial charge of it in July, 1916, will in no way suffer through the transfer of activities from the metropolitan area to more important personal duties in the Middle West, as mentioned in our TRADE NOTES department. On the contrary the SOAP SECTION will gain in value, just as he himself will have opportunities to advance still higher in his chosen profession. Dr. Thomssen will continue as editorial conductor of this section, but will have as an associate Mr. A. C. Lansing, who has been in close relations with him here and who is amply qualified to take up his part of the work of making the SOAP SECTION worth while to our readers. Mr. Lansing is introduced to our clientele in the TRADE NOTES.

### IMPORTS DROP, WHILE EXPORTS GAIN.

Delayed figures on the importation of soap, due to the changes in the Tariff Law, are now available up to April 1. The Department of Commerce supplies the following figures for March and for nine months of the fiscal year just ended, which show some interesting facts:

	March		Nine Months Ending March 31	
	1922	1923	1922	1923
Imports:				
Castile	\$44,067	\$7,677	\$166,618	\$176,619
Toilet		24,192		125,651
All other	51,894	17,880	330,445	233,894
Total	\$95,961	\$49,749	\$497,063	\$436,164

<sup>1</sup> Beginning September 22, 1922.

In the three-quarters of a year the American demand for foreign soap has dropped more than \$60,000, while in March the imports were just about half those of a year previously. The exports of American soap manufacturers have not gotten back to normal yet, but seem to be gaining all of the time. It is a most encouraging sign for the domination of American soap, both at home and throughout the earth.

### German Patent for Floating Soap

According to the *Seifensieder Zeitung*, Oskar Theuerkorn, of 12, Johannisplatz, Chemnitz, has obtained a patent for a new floating soap. The process by which it is made is as follows:—Very finely cut up kapok fiber is well distributed, by suitable mixing, throughout the soap stock or soap paste, which is placed in a kettle fitted with mixing gear; the fiber may also be finely crunched in if desired. An especially good distribution of the powdered fibers may be obtained by arranging a hood above the kettle and blowing the fibers into the space above the soap stock or paste. The fibers settle down upon the surface of the soap and are incorporated with the stock by smart stirring. In all other respects the soap is treated in the same way as any other.

### THE SITUATION IN COTTONSEED OIL

The soap trade has always been interested in cottonseed oil since that industry furnishes one of the most important raw materials for the production of soaps. Anything which adversely affects the oil industry has a natural bearing upon the operation of the soap makers. Anything encouraging in regard to cottonseed and its products is, of course, of similar value to the soap maker in forming judgment as to the cost and to some extent the value of his own product. Soap makers are even more interested in the cottonseed industry at present since one of the largest of the soap companies has gradually, and of late rapidly, become a prime factor in the cottonseed oil business.

For these reasons, the trade is more or less concerned when it sees the quite evident distress of this industry. It watches closely the movement of the oil securities, and anything which has a bearing upon the fluctuations of these securities is eagerly scanned and digested as important news to the user of cottonseed oil, as well as to the manufacturers of this material. The decline of these securities during the last few months has been a more or less distressing phenomenon. The reasons for this decline are to be found in the business end of cottonseed oil. This is probably where it hits the soap industry the hardest.

Bankers, as a whole, taking a broad general view of the situation in cottonseed oil, in discussing the recent difficulties of many of the crushers use the term "mismanagement." This is a rather easy way of disposing of the whole question. It leaves a bad general impression in the minds of those interested in the industry; an impression which is not relieved by any of the brighter aspects of the situation or lightened by any glimpse into the difficulties which the "managers" of the industry have been forced to face during the last year or more. Possibly, in the sense in which the bankers use the word, mismanagement is primarily responsible for the conditions into which the industry has fallen. Speaking in the terms used by the average business man in the soap trade or elsewhere, the term seems entirely too broad to fit the particular case now in question.

There are evidences, however, that the management of the affairs of some of the cotton oil companies has not been all that could be desired either by the stockholders of the companies or by those engaged in the commodity. It is hardly necessary to enter into the intimate details of the situation. Most of them have already been thoroughly aired and those which have not, will perhaps be the better for it. One of the really important things having to do with the "management" question is the fact that the companies themselves have come to realize that organization for economy was a paramount issue. At least one of the largest concerns in the line has reached this conclusion and is now engaged in a thorough and general housecleaning which will eventually result in a practically complete reorganization of its affairs and possibly some important financial developments as well.

Entering more deeply into the reasons for the present

situation is somewhat like tracing one's way through a maze. Each turn seems to lead to something, but that something usually turns out to be a blank wall. Naturally the investigator is not welcomed with open arms when his queries tend to reveal an unfavorable condition of either business or finances. For this reason, it is practically impossible to secure a real authentic statement of the difficulties facing the industry from any of the officials of the prominent concerns interested. To obtain permission to quote them is utterly impossible.

According to those in touch with the trade from the standpoint of production, there are two factors entering into the present situation. The first is said to be the problem of procuring additional supplies of raw materials at prices compatible with the production costs of other oils and animal fats. The second is the competition of the producers of animal fats and dairy products, which, the crushers state, has not always been conducted along the most ethical lines. At the latest convention of the crushers held at Little Rock, these two subjects came in for the greatest amount of attention and were discussed to the exclusion of other important topics which usually form a part of these convention proceedings.

The first of these factors seems to be dependent upon the size and price of the cotton crop. Recent government and private reports as to the condition of this year's crop are none too favorable. Certain it is that the crop is from ten days to three weeks late on account of the unfavorable weather prevailing in the belt during the spring planting season and the early summer. Weather conditions, however, are not the only difficulties which the planters are encountering. According to best information, the infestation of the crop by weevils has been greater to date this year than usual, especially in certain sections of the Cotton Belt. Not only have the weevils appeared earlier and in greater numbers than usual, but the excessively high price of calcium arsenate, which is the only weevil poison of value and endorsed by the Department of Agriculture, has prevented many of the planters from protecting their crops as they should have been protected. With calcium arsenate selling at from 16 cents per pound up, depending upon location and quantity needed, it has been next to impossible for many planters to buy supplies when they needed them and meet the rather strict terms of payment which are being exacted by Southern dealers in the material. The latter are loathe to extend too heavy credits for fertilizers and insecticides in view of their recent experiences with the notes of the planters. Many of them hold notes now three years old and no nearer collection than they were when given.

The matter of competition, would seem to be even more serious, and it is here that the bankers' charge of "mismanagement" puts in an appearance to some extent. A year ago, it seemed that the cottonseed crushers were "on top of the world" when it came to meeting competition. At that time, the prices of animal fats were high and seemed destined to remain high throughout the year. Costs of oil to the crushers were not excessive and the sale of oil was reasonably active, not only in the soap trade and other large consuming industries, but also to the general public as an edible fat. This situation turned about almost overnight. Animal fats declined to the point where the consumers of the materials, especially for food purposes, preferred to buy them to cottonseed oil. And at the same time, the cost of cottonseed oil advanced or firmed to the point where it was virtually impossible to meet the competition of the animal products in the food trade.

Almost immediately, there was a howl of "unfair competition" from the cottonseed oil industry. Unprepared for a crisis, and facing tremendously heavy expenses in management, sales and advertising, the industry began an attack at its conventions upon the dairy interests, which, they claimed, were attempting to stifle the legitimate competition of the cottonseed crushers by resorting to unfair tactics in sales, advertising and even in promoting state legislation in various parts of the country. It is possible that the dairy and animal fat

interests were not altogether blameless in the matter, but the conclusion cannot be escaped, that, had the cotton oil industry been in the position which its wealth and importance indicated, it would never have been caught as it was.

The resulting decrease in sales and losses of business in competition were sufficient to hurt the cottonseed crushers rather badly. None of them made any great profits during the last fiscal year, and several of them showed losses out of all proportion to the capital invested and the risk which might be expected to be taken in a manufacturing industry of the sort.

Another matter in which the management of the cottonseed industry cannot be held blameless was the tariff question. It is true that immediately before the passage of the Tariff Act, one of the principal associations of crushers reversed the position believed to be held by the industry as a whole and came out definitely for low tariff or free entry of other vegetable oils. Prior to this, however, several state organizations of crushers had taken the position that no tariff on foreign vegetable oils could be any too high for the cottonseed oil trade. It was, apparently the feeling of these bodies and of many of their members that such a duty would result in taking the markets for these foreign oils away and placing them in the hands of the cottonseed interests. It is unfortunate that they took this view of the situation in the face of the inevitable effect which such duties would have upon foreign trade in cottonseed oil. It is a credit to the officials of the association which opposed the high tariff that they could foresee what might (and what later did) happen in the foreign trade situation, and it was unfortunate, and from the standpoint of a banker "mismanagement," that the conflict and confusion arose.

The result of the tariff upon foreign vegetable oils, and especially that upon olive oil, has been exactly what some in the industry feared. Italy has put a retaliatory duty upon American cottonseed oil which has virtually excluded it from the Italian market. It may be said that the Italian market was an excellent one. France and Spain are said to be planning similar action, and have already greatly curtailed their purchases of cottonseed oil. These quantities of oil have been produced and are striving to find an outlet in a demoralized domestic market. The use of cottonseed oil at home has not been helped by this particular tariff. The foreign trade has been seriously injured. Whether it was poor management or the force of circumstances depends wholly upon the viewpoint.

The future of the industry might be said to be "in the lap of the gods," but this is not exactly what those primarily interested in the fortunes of the cottonseed oil companies are saying. They are bringing the matter closer to earth and are taking steps to rectify a condition which many believe should never have existed in the first place. They are reorganizing and will reorganize further. They are cutting corners and will cut them further. They are bringing about economies and will bring about more. There will always be a legitimate and probably a growing need for cottonseed oil. This need will be filled by the crushers, and at a profit if the industry operates in the right way. There are indications that it has seen the light and is turning into that right way. It has a long hard road to travel, but it is beginning to move forward upon it in the only way which can be successful. There is no reason to be discouraged over the entire future of the industry. There is every reason to be encouraged, if the producers work as they should and as recent indications are that they will. The last year has taught the industry many lessons. Probably most of them have been well learned and many of them thoroughly learned.

#### Features to Be Found on Other Pages.

Readers of the SOAP SECTION may find items of interest to them in our Trade Notes pages, as well as in Patents and Trade Marks and Foreign Correspondence.

## NAPHTHENIC ACIDS, NAPHTHENIC SOAPS AND NOTES ON THE ANALYSIS OF NAPHTHENIC ACIDS\*

By ROB. JUNGKUNZ, of Basel

(Continued from page 210, June, 1923.)

With reference to the properties of the Naphthenic Acids, it appears expedient to point out, that the statements concerning the same are in some instances more or less discordant. According to Budowski, this is merely due to the fact that mixtures of commercial naphthenic acids of different composition are placed upon the market. When not worked up, naphthenic acids can in the first place be readily distinguished by their characteristic, offensive odor.

However, various more or less successful experiments have already been made with a view to the elimination of this odor.

F. Zernik<sup>1</sup>, for instance, has recently reported, that he has succeeded in producing an actually odorless naphthenic soap, which will not impart any lasting odor either to textile fabrics washed with the same, or to the human skin.

The work accomplished by Zernik has opened up valuable prospects for the soap making trade, and we expect to see them realized in practical operation.

Among the compounds of the naphthenic acids, those in which we are primarily interested are the alkaline salts, and more specifically the sodium salts, i. e. the so-called naphthenic soaps.

We shall now proceed to avail ourselves of the publications of Davidsohn (in which the said author discusses the effect, qualities and determination of sodium naphthenate, and thus communicates to the analytical chemist various valuable observations and experiences) for the purpose of giving below a brief compendium of the most characteristic features of naphthenic soap.

With respect to some characteristics, the naphthenic soaps are surprisingly similar to the palm fruit oil (viz. the coconut oil and the palm kernel oil) soaps, to the extent of the following features, to wit:

1. Approximately similarity in the molecular weight of the isolated fatty acids.
2. Volatility of part of the acids in contact with aqueous vapor.
3. The presence of only small parts of unsaturated acid (low iodine figures).
4. Lowest degree of dissociation of the soaps.
5. Difficult separation of the soaps by means of salt.
6. Satisfactory lathering quality of the soaps.

With respect to most of these features, the naphthenic soaps are even superior to the coconut and palm kernel oil soaps.

The degree of dissociation of naphthenic soaps is lower than that of coconut and palm kernel oil soaps, while being much lower than that of oil soaps, and obviously of tallow soaps.

According to Davidsohn (see above):

Naphthenic soap, for instance, released by dissociation 40% of the amount of sodium it contained.

Palm Kernel Oil Soap.....	18.6%
Coconut Oil Soap .....	25.6%
Tallow Soap .....	52.5%

In view of these results, the naphthenic soaps should rank as a very mild washing material, and (as pointed out by Davidsohn) they should render exceptionally valuable services in different branches of the textile industry, such as the manufacture of silk fabrics, for which the use of a very mild soap is a necessary requirement.

The degree of facility with which naphthenic soaps can be separated with the use of common salt is an interesting feature, in view of the fact that sodium naphthenate proved to be the soap which it is most difficult to separate by means of common salt. The facts ascertained by Davidsohn, merely by experimental research, have been confirmed in practical operation (see the report of E. K., master soap-maker, which we have quoted before in this article).

According to Davidsohn, saturated solutions of common salt effected the separation of the soap in the following degrees of concentration:

Naphthenic Soap .....	20.9%	NaCl
Palm Kernel Soap.....	10.9%	"
Cocoanut Oil Soap.....	13.1%	"
Oil and Grease Soap.....	5.7%	"

Having thus very briefly elucidated the properties of the naphthenic soaps in the foregoing paragraphs, we shall proceed to discuss the results or data now available for the identification, and eventually the determination of naphthenic acids. For their quantitative determination, Charitschko<sup>2</sup> recommended some time ago the following features:

- a. The typical odors of pears, peculiar to the naphthenic methyl or ethyl ester.
- b. The green color of the compounds of copper and naphthenic acids.

However, subsequent experiments, made by Davidsohn for testing these statements, failed to confirm the reliability of these tests, principally by reason of the fact that they do not apply exclusively to naphthenic acids.

The writer can also confirm by personal experience that the fruity odor of the fatty acid esters and that of the naphthenic acids are so similar, that a test of this description, based on the odor of the materials, can not possibly be considered to constitute positive evidence.

On the strength of thorough tests, to which Davidsohn subjected various salts of naphthenic acids, with respect to their solubility, he decided to submit the following propositions:

A small quantity of the soap which is to be tested for the presence of mineral soap is dissolved in water, mixed with an excess of a ten per cent. solution of magnesium chloride, boiled and separated from the precipitate by filtering. The filtrate is reduced to a small volume on the water bath, and a few drops of common muriatic acid are added. The appearance of a white, plainly distinguishable secretion will then demonstrate that the soap contains sodium naphthenate.

Subsequent tests of the above demonstration, made by Marcusson,<sup>3</sup> proved that the presence of linoleic and linolenic acids will produce a wholly similar precipitation, inasmuch as magnesium linoleate and linolenate are likewise soluble in water. Nevertheless, the reaction may be considered to prove the presence of naphthenic acids, inasmuch as the absence of a precipitate makes it permissible to presume that the solution contains no naphthenic acids.

A mode of proceeding for the same purpose, suggested by Marcusson, for attaining the same purpose,<sup>4</sup> is as follows:

Pour carefully over the acids to be tested an equal volume of concentrated sulphuric acid and sake the mixture after adding one half the volumetric quantity of a 40% solution of formaldehyde, whereupon the mixture is allowed to cool. At the end of half an hour, it is diluted with water and shaken up with an addition of ether. This will dissolve the products of conversion of the fatty or sebacic acids, while the naphthenic acids will not be dissolved.

This formaline reaction, however, is likewise not absolutely distinctive, inasmuch as the resinic acids will also produce formaline insoluble in water. However, this could probably be readily distinguished from the naphthenic acid formates, by means of the Storch-Morawski reaction.

While the two aforesaid reactions of Davidsohn and

\*From the *Seifensieder-Zeitung*, March, 1923.

<sup>1</sup>F. Zernik: "Zeitschrift für angew. Chemie," 1922, p. 395.

<sup>2</sup>Seifensieder-Zeitung, 1907, issue No. 22, p. 509.

<sup>3</sup>and *Zeitschrift f. angew. Chemie (Journal of Applied Chemistry)*, 30, I. p. 388.

Marcusson consequently enable us to determine the presence of naphthenic acids, we have unfortunately no available methods for their positive determination.

We shall now proceed to communicate to our readers some observations regarding naphthenic acids, made by the writer.

For making the tests, I had at my disposal three samples (though only small ones) of commercial naphthenic acids, and the results obtained with the same were as follows:

Number	Color	Consistency	Non-saponifiable constituents	Factor of Acidity
1.	Dark brown			{ 214.0
2.	to	very viscid	about 10%	207.7
3.	black			202.3

I removed the non-saponifiable constituents of sample No. 1, thereby obtaining a saponifiable material, whose factor of acidity was 288.9 and having a molecular weight of 245.3.

While the average molecular weight of the naphthenic acids extracted by Davidsohn<sup>3</sup> and Braun<sup>4</sup> was 217.9 and 219 respectively, and they therefore proved to be practically pure tri-decanaphthenic acid (molecular weight 212), the naphthenic acid extracted by me from sample No. 3 had a molecular weight of about 245. It might therefore be assumed to be practically similar to pentadecanaphthenic acid ( $C_{14}H_{22}CO_2H$ ), having a molecular weight of 240. As I was without any detailed information regarding the origin of the three samples, I was unable to arrive at any further conclusions.

When perusing the literature relating to naphthenic acid, I was particularly surprised to note that it contained practically no statements concerning the indices of refraction, although, as a matter of fact, the knowledge of the index of refraction constitutes particularly a material factor in the chemistry of fats and possibly a distinctive feature in the case of certain sebacic acids.

The naphthenic acids which I tested in this connection had the following indexes of refraction:

No. 2—Index of refraction at  $40^\circ C = 89.0$

No. 3—Index of refraction at  $40^\circ C = 90.0$

The pure isolated acid showed at a temperature of  $40^\circ C = 85.0$  divisions of the scale. (Zeiss' Butter Refractometer.)

According to Budowski, Frangopol<sup>5</sup> determined that the indices of refraction of certain naphthenic acids derived from Rumanian illuminating oil were as follows, at a temperature of  $20^\circ C$ :

1. Octonaphthenic Acid .....	$C_8H_{14}CO_2H$	1.4471
2. Nononaphthenic Acid .....	$C_9H_{16}CO_2H$	1.4531
3. Decanaphthenic Acid .....	$C_{10}H_{18}CO_2H$	1.4598
4. Undecanaphthenic Acid .....	$C_{11}H_{20}CO_2H$	1.4706
5. Dodecanaphthenic Acid .....	$C_{12}H_{22}CO_2H$	1.4753

In order to be able to make a comparison between the indices of refraction ascertained by me with the use of the Zeiss Refractometer, I converted these quantities into refraction figures, getting the following results:

1. Index of refraction at $20^\circ C$ : 32.6	Molecular weight: 142
2. " " " " " :	41.0 " " :
3. " " " " " :	50.7 " " :
4. " " " " " :	67.2 " " :
5. " " " " " :	74.8 " " :
	156
	170
	184
	198

The above figures show that the index of refraction increases with any increase in molecular weight. Taking into account the fact that the acid separated by me had a molecular weight of 245.3 and that the index of refraction was 90 at a temperature of  $20^\circ C$ , it would appear from the said index, that the material was likewise a pentadecanaphthenic acid.

The above considerations lead to the conclusion, that the index of refraction is likewise indicative, at least to a certain extent, of the presence of naphthenic acids in soaps.

While proceeding with further investigations, I asked myself what the results would be if, in the cast of a naphthenic

<sup>3</sup>Seifensieder Zeitung, 1909, 36, 1552.

<sup>4</sup>Chemiker Zeitung, 1908, Repert. p. 610.

<sup>5</sup>Zur Kenntnis der Naphthensäuren des Rumanischen Erdöles (Contributions towards the knowledge of naphthenic acids contained in Rumanian Crude Oil.) Diss. München, 1910.

soap containing resin in addition to fatty acid, the Wolff and Scholze<sup>6</sup> and the McNicoll<sup>7</sup> methods, commonly used for the determination of resin, were applied.

According to Budowski's statements (page 19), the conversion of the naphthenic acids into esters proceeds very readily, and I therefore expected that the above described methods for conversion into esters would produce a quantitative esterification of my isolated naphthenic acid.

In carrying out this plan, I went through an experience very similar to that of Dr. Davidsohn<sup>8</sup>, when sulfonating his naphthenic acids. In conducting his sulfonating operations, the said author also relied on a statement made by Lidow<sup>9</sup>, but even by following his operating methods repeatedly, he was unable to obtain sulfonated naphthenic acids secured as a by-product in refining lubricating oils, or in refining crude oil. He only succeeded in obtaining a properly sulfonated article, when he proceeded in conformity with the statements of E. Phyläla,<sup>10</sup> according to which the sulfonating must be done with an excess of 94 per cent.  $H_2SO_4$ .

Similar conditions may very likely prevail in the process of conversion into esters, and more powerful reagents may have to be used, particularly for the quantitative conversion into esters of the crude oil acids, than are prescribed in the case of the aforesaid methods. After proceeding strictly in conformity with the two methods for the determination of resin, I obtained the following results with the repeatedly aforementioned acid:

By the Wolff and Scholze methods: 28.62% were not converted into ester after the first converting operation; 18.28% were not converted into ester after the second converting operation; and when operating by the McNicoll method 19.70% remained unconverted into ester.

In the case of complete operation by the aforesaid methods of conversion into ester, 19 per cent. of the crude oil acids were not converted into esters, and this fact must be duly taken into account in determining the amount of resin contained in soaps which also contain crude oil acids.

These latter tests, made for the purpose of developing eventually a method for the determination of crude oil acids in soaps which also contain resinic acids, were based on the following considerations:

1. The methods commonly used for conversion into esters in connection with the analysis of soap, were to be adopted primarily for trying to separate the crude oil acids and the fatty acids from the colophonic acids.

2. The esters were to be reconverted into crude oil acids by resaponification.

3. Finally, the crude oil acids were to be converted into formates, insoluble in ether, in accordance with Marcusson's statements.

However, the above indicated mode of procedure was not carried into effect, inasmuch as the naphthenic acid could not be converted into ester by the method thus suggested.

#### Author's Notes:

<sup>6</sup>Chemiker-Zeitung, 1914, p. 369, 382 and 430.

<sup>7</sup>Jour. Soc. Chem. Ind., 1921, p. 124.

<sup>8</sup>Seifensieder Zeitung, 1923, No. 2, p. 26.

<sup>9</sup>Seifensieder Zeitung, 1911, p. 791.

<sup>10</sup>Petroleum, Vol. 9, p. 197.

#### Imported Castile Soap Must Be Marked

New York customs officers have just held up shipments of castile soap because each cake was not marked with the country of origin. The importers have been called upon to mark each cake and pay an additional duty of 10 per cent for failure to comply with the tariff requirements in this respect.

#### Denmark's Soap Industry

The soap-making industry in Denmark consists of 37 establishments, in which are employed 700 men. The production of soap and soap powder in 1921 was 18,100,000 kilos, in addition to which about 15,000,000 kilos of crystallized soda were produced.

#### April Foreign Trade in Glycerine

Domestic exports of glycerine from the United States in April were 92,102 pounds, valued at \$17,641. Imports were 1,821,602 pounds, figured at \$188,285, in the same month.

### 2,000,000,000 POUNDS SOAP FOR 25,000,000 FAMILIES OF U. S. LAST YEAR

Two billion pounds of soap and soap products were consumed during the year ending June 30, 1923, by the twenty-five million families in the United States, according to R. R. Deupree, general sales manager of the Procter & Gamble Company.

"Every family in the United States (averaging 4.4 persons) consumed approximately eighty pounds of laundry, toilet and other soaps and powders during last year," says this authority. "Only ten dollars per year is spent by the average family for soap products. At today's retail prices the annual soap bill for the United States is approximately \$250,000,000."

"In addition to the home consumption, there is the industrial and textile field where soap is used for manufacturing purposes, and the consumption in laundries, hotels, office buildings, public institutions and on transportation lines. This adds another 500,000,000 pounds, making a total annual consumption of 2,500,000,000 pounds, the value of which is estimated at \$312,000,000."

### PHENOLPHTHALEIN REACTION OF SOAPS

Interesting observations upon this important test have been made by Th. Legradi, in a paper published in the *Zeitschrift der Deutschen Oel und Fett-Industrie* (42, 314, May 18, 1922). If bars of potash soap are dissolved in hot alcohol and colored with phenolphthalein, the coloration disappears on cooling. The author shows that this decolorization does not take place in the absence of carbon dioxide, and that pure potash behaves similarly. On the other hand, there was no coloration with soda. Since in the future good toilet soaps will contain more and more potash soap, these facts may be significant. It can further be shown that potash soaps are destroyed by carbon dioxide in the cold. This reaction is reversed at higher temperatures. Potash soaps to be stored in the cold should therefore contain slight amounts of free fatty acids. It would be interesting to discover whether the superiority of potash soaps with respect to lathering and cleansing power is due to these phenomena.

### Appraiser's Decisions on Toilet Soaps

No. 46072.—Protest 971943 of E. Arden (New York). Merchandise invoiced as lemon soap, classified at 30 per cent ad valorem under paragraph 66, tariff act of 1913, is claimed dutiable at a lower rate under the same paragraph. Opinion by McClelland, G. A. On the authority of Abstract 45857 the soap in question was held dutiable at 10 per cent under paragraph 66.

No. 46073.—Protests 949620, etc., of Park & Tilford (New York). Toilet Soap classified at 40 cents per pound and 60 per cent ad valorem under paragraph 48, tariff act of 1913, is claimed dutiable under paragraph 66. Opinion by McClelland, G. A. From the report of the chemist it was found that the merchandise is perfumed toilet soap. It was therefore held dutiable at 30 per cent under paragraph 66.

No. 46143.—Protest 966,987 of E. Arden (New York). Merchandise invoiced under paragraph 66, tariff act of 1913, is claimed dutiable at 10 per cent under the same paragraph. Opinion by McClelland, G. A. The soap was held dutiable at 10 per cent under paragraph 66. Abstract 45,857 followed.

### Use of Ammonia in Soap Making

The use of ammonia in the manufacture of soap has been the subject of considerable investigation from time to time. The results of recent experimentation, undertaken by the Italian chemist, Dr. Garelli, have just been published. Ammonia soap is a gelatinous substance which is easily decomposed by the addition of common salt. If an excess of salt is used, the liquor, remaining after the sodium soap has been separated, contains both sodium and ammonium chloride in addition to free ammonia, which was present in excess in the ammonia soap. This mixture may be worked up very readily.

### FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

West mill but producers are not offering the oil now quite as freely. Although new crop cotton oil can be bought at attractively low prices, nearby deliveries of crude cottonseed oil are still commanding a high figure.

July 14, 1923.

A. H. HORNER.

### Industrial Chemicals

Generally speaking the market for the industrial chemicals included among soap-making materials is in much better shape than a month ago. After a series of recessions the market for soda ash and caustic soda turned steady on the appearance of export demand and freer withdrawals for domestic consumption against contracts. While prices have not notably advanced there is no doubt that their downward inclination has been checked, and as Europe is more dependent for supplies on America owing to the oversold condition of British makers, while South American requirements are increasing, there is a feeling that an upturn of prices will be seen before long, particularly domestic manufacturers are sold well ahead on business booked earlier in the year. New buying for domestic consumption is not likely to be important before the fall season starts in, as practically all users of both ash and caustic soda are well protected against requirements for the next couple of months, at least, on purchases made prior to the June slump. To what extent Japan may figure as a competitor in spoiling present promising prospects is, of course, a matter for conjecture. China has appeared as a producer, a company with \$2,000,000 capital having been formed under Government guarantees, and is expected to turn out enough soda ash to supply home requirements, thus cutting British producers out of that market and compelling them, ultimately, to seek other outlets for the goods formerly sent them. While the flood of foreign products in American markets has very sensibly decreased, our home manufacturers are at a disadvantage in meeting such competition as still exists in the matter of continuing high costs of raw material and labor. Although other potash salts are weak and declining, the carbonate has had an advancing tendency of late owing to light imports for some time and limited spot supplies. It is, in fact, the only article on the list that has shown an actual advance during the month. Makers of zinc oxide have reduced prices a cent a pound.

### Other Soap Materials

The usual summer dullness in rosins is reflected by a further drop in prices, the downward movement being assisted by accumulated supplies as a consequence of increasing output. Domestic trade is normally slack, but export demand has been better of late, and southern advices indicate that the limit of the downward movement, which has carried prices to abnormally low levels, may have been reached. Starch is firmer in sympathy with corn. Larger supplies and a limited demand are responsible for a decline in stearic acid, present quotations being 1½c a pound under those prevailing at this time in June. Glycerine and soap lyes also have declined under selling pressure on a dull market.

### Determining Unsaponified Fat in Soap

An article on the determination of unsaponified fat in soap by O. Hagen (*Seifensieder-Zeit.*, 1922, 49, 359-361) is thus condensed by the *Journal of the Society of Chemical Industry*: If petroleum spirit is used in this determination very troublesome emulsions are usually met with, while with ether, although with care emulsions can be avoided, considerable amounts of soap are dissolved. The following method is suggested as overcoming the difficulties. The soap is cut into shavings and completely dried at 100°C. It is then mixed with about 5 times its weight of sand and extracted with petroleum spirit (b.p. below 60°C.) in a Dittmar and Vierth's rapid extractor. The extraction is complete in 1½-2 hours and the extract is evaporated to dryness. The determination can be completed in a day.

## MARKET REVIEW ON TALLOW, ETC.

### TALLOW

(Written Specially for This Journal.)

Latest sales of the New York Extra Grade were made at 6½c ex producer's plant, and 6¾c delivered, with New York Special Grade at 6¾c delivered. These values show practically little change from prices which have prevailed during the past two weeks. There is a better demand for fair quality Tallow, also good color Greases for shipment to Europe.

Considerable sales of Garbage Grease have recently been effected at 5½c in cooperage indicating that foreign buyers for this type of material are inclined to meet sellers' views, as for some time past, transactions of this grade have been at a standstill due to the disinclination of sellers to accept the low prices at which the foreign market was ready to take on material.

In the New York market, House Grease of good quality has lately sold at 5½c loose, and this represents a fair valuation in relation to Tallow prices.

Soapers in general are disinclined to bid up prices due to their well supplied position at the present time with a rather dull demand for soap.

The continual decline in prices which has brought New York Extra Tallow from 9¾-9½c to its present level 6½-6¾c is bound to cease as soon as buyers will realize that present quotations have discounted a great deal, and that Tallow at today's price is practically worth the money.

July 16, 1923.

TOBIAS T. PERGAMENT.

### GLYCERINE

(Written Specially for This Journal)

A drop of 1 cent per pound in chemically pure glycerine has occurred since our last letter. Today, refiners are asking 16 cents in drums, and for special business even this can be discounted. The tobacco trade has disappointed the refiners by taking a smaller quantity than usual this year and in explanation of the reduced consumption while the sale of cigarettes has increased, it is said that the tobacco gets into the hands of consumers so quickly, that there is less need for keeping it moist. The powder trade has bought more or less dynamite glycerine, during the under review, but it has failed to halt the downward movement up to this time, when some bidding on the part of refiners for both dynamite and crude has influenced the situation somewhat. This activity, however, is considered to be only of a temporary nature and unless a real consuming demand for this grade, and a better call for chemically pure, assert themselves, lower figures may yet be recorded, although it is acknowledged that present quotations are low. In the face of conditions as they exist in general business just now we can hardly look for a sustained advance in glycerine, unless there should be buying of large proportions, and that is hardly to be expected at present.

July 13, 1923.

W. A. STOPFORD.

### VEGETABLE OILS

(Written Specially for This Journal)

Buyers generally seem to be well covered for their immediate requirements of all grades of vegetable oils. Dur-

ing the past thirty days the only contracts for large quantities placed were made at recessions in prices. A few small orders were booked but only for immediate deliveries. Some heavy reselling of cocoanut oil and also Olive oil foots was done at prices below cost of importation. In some quarters further recessions of cocoanut oil are looked for, but there is not much more resale oil available and the importers and producers are not willing to shade prices as readily as resellers.

There has been little new business going on in Palm oils but some very heavy arrivals during the past two months applying against old contracts have curtailed consumption of other grades of vegetable oils. There is little doubt that heavy importations of palm oils in the past few months have reduced the consumption of tallow. With the price of tallow now lower than palm oil, soap makers are inclined to buy the latter material only as requirements warrant it.

Crude corn oil experienced quite a drop in price, sales having been reported as low as 7½ cents per pound Middle

(Continued on Preceding Page)

### SOAP MATERIALS Tallow and Grease

Tallow, New York, Special, .08¾c. Edible, New York, 10½@10¾c. Yellow grease, New York, .08¾@.08¾c. White grease, New York, 10½@10¾c.

Rosin, Savannah, July 17, 1923:

Common to good	4.67½	I	4.67½
D	4.67½	K	4.67½
E	4.67½	M	4.67½
F	4.67½	N	4.90
G	4.67½	W. G.	5.20
H	4.67½	W. W.	5.55
Starch, Pearl, per 100 lbs.		\$3.32	@ \$3.49
Starch, Powdered, per 100 lbs.		3.32	@ 3.49
Stearic acid, single pressed, per lb.		.12½@	
Stearic acid, double pressed, per lb.		.13 @	
Stearic acid, triple pressed, per lb.		.14½@	
Glycerine, C. P., per lb.		16-16½	
Glycerine, dynamite, per lb.		15-15½	
Soap lye, crude, 80 per cent, loose, per lb.		10%	
Soap lye, saponification, 80 per cent, loose, per lb.		11½	

### Oils

Cocoanut, edible, per lb.	.10½@	.10%
Cocoanut, Ceylon, Dom., per lb.	.09½@	.09%
Palm, Lagos, per lb.	.07½@	.08
Palm, Niger, per lb.	.06½@	.07
Palm, Kernel, per lb., nominal	.08½@	.08½
Cotton, crude, per lb., f. o. b. mill	nominal	nominal
Cotton, refined, per lb., New York	.11½@	.12
Soya Bean, per lb.	.12½@	
Corn, crude, per lb.	.12½@	.12½
Castor, No. 1, per lb.	.14½@	
Castor, No. 3, per lb.	.14 @	
Peanut, crude, per lb.	.15 nominal	nominal
Peanut, refined, per gal.	.15 @	.12½
Olive, denatured, per gal.	.15 @	.12
Olive, Fooths, prime green, per lb.	.08½@	.09

### Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.	3.35	@ 3.75
Soda Ash, 58 per cent, per 100 lbs.	1.75	@ 2.10
Potash, caustic, 88@92 per cent, per lb., f. o. b. Works	.08 @	.09
Potash Carbonate, 80@85 per cent, per lb., N. Y.	.07½@	.08
Salt, common, fine, per 100 lbs.	nominal	
Sulphuric acid, 60 degrees, per ton.	10.00	@ 11.00
Sulphuric acid, 66 degrees, per ton.	15.00	@ 16.00
Borax, crystals, per lb.	.05½@	.06
Borax, granular, per lb.	.05½@	.06
Zinc Oxide, American, lead free, per lb.	.07½@	.08½

## TO EVERY MANUFACTURER

*Of all that creates beauty and  
makes for the dainty toilette*

And to every purveyor of those articles and methods who seeks personal contact with the great buying public and with the jobber and retailer, we address this announcement of—

### THE FIRST ANNUAL

## NATIONAL VANITY FAIR

Nov. 30th to Dec. 8th (inclusive), 1923

At the nationally known Chicago Coliseum.

100,000 Public and Trade Will Attend

**Beauty Contests:** In fifteen sections of the country, newspapers will select the most beautiful girls to compete for large cash and other awards and for the distinction of being crowned queen of American beauty. From Chicago district industrial concerns will be chosen the most charming working girls. In an "International" contest, the loveliest girl of foreign extraction will be selected. These contests are arousing intense interest and will bring vast attendance.

**Cosmetic Contests:** There will be "races" at the dressing table, in which skill with cosmetics and toilet appliances will be tested. Exhibitors are invited to enter their demonstrators.

**Hairdressing Contests:** Under the auspices of the Chicago and Illinois Hairdressers' Ass'n. (which includes the most prominent operators of beauty establishments), national contests of skill and style will be conducted, demonstrating particularly those methods which demand the use of hairgoods, hair and scalp applications and apparatus.

**Great Style Walk:** Extending 400 feet through the Coliseum will be a style walk or runway, with intervening stages, on which the contests and parades featuring beautification will be presented in view of all. To exhibitors desiring to demonstrate or to show models or mannequins, this great style walk is proffered for daily use.

**Publicity and Advertising:** In those newspapers selecting beauties and through hundreds of others, there is being conducted an extensive beauty campaign, not only featuring National Vanity Fair, but emphasizing the theme of beautification and its need. Preceding the exposition, there will be employed every method of advertising—newspaper display, billboards, posters and cards in windows of beauty shops, drug stores and the like.

*Space specifications and details are available at the executive offices of*

### VANITY FAIR EXPOSITIONS

Suite 607, 336 West Madison St., Chicago

Phone, Dearborn 1755



H. W. EDDY  
"The Bond Man"

## My Service

THE many details to be complied with and the difficulties encountered under the Prohibition Laws are responsible for the existence of my office.

My service department is a clearing house for all difficulties experienced by permittees.

No charge is made for the extensive service I render my patrons, the expense of which is defrayed from the commissions received from the sale of bonds and the price at which bonds are sold is the same as others charge.

---

---

Troublesome Details Are Eliminated for You, Nothing for You to Do But Sign Your Name

---

---

### H. W. Eddy

*Specialist in Non-Beverage Distilled Spirits Bonds*

506 Olive Street, St. Louis, Mo.



# The Foxon Company, Inc.

PROVIDENCE — RHODE ISLAND

"The Home of the Label Beautiful"

Real Art—Perfect Workmanship'

—ON EMBOSSED—

ONE SEALS  
COLOR, LABELS  
MULTI- ORNATE JEWELRY TAGS  
COLOR OR CUT-OUT ORNAMENTATION  
METALLIC SHAD- RIBBON SLIDES  
INGS: PERFECTLY BOX TOPS  
STEEL-DIE CUT FOLDING BOXES  
BEST PRICES ON PURE GOLD



NEW YORK OFFICES — 36 WEST 34<sup>TH</sup> STREET  
RE-CHUMASER 0 MGR. — TEL. PENNSYLVANIA 1914-2477  
ST. LOUIS OFFICE —  
2042 RAILWAY EXCHANGE BUILDING  
S. C. BUNN MANAGER — TEL. OLIVE 2434  
CHICAGO OFFICE WITH ROSE LABEL & BOX CO  
108 LASALLE ST — TEL. DEARBORN 9637.



## DO YOU KNOW

### THAT THE SUPREME COURT OF THE UNITED STATES HAS DECLARED

1. That an unregistered trademark is valid only in that portion of the United States where it has been actually used in business?
2. That you cannot prevent another from using your unregistered trademark in that portion of the United States where you have not previously used it?
3. That a user of your unregistered trademark in another portion of the United States can prevent you from using it there, although you may have adopted it years before he did?

From the above you will see that you may be unable to extend your business under your unregistered trademarks.

Have you protected these most valuable assets of your business by proper registration in the United States Patent Office?

Consult the Patent, Trademark and Copyright Department of the

**Perfumer Publishing Company, 14 Cliff Street, New York City**

## IF YOU WANT

### BUSINESS OPPORTUNITIES

Wanted—Agency or to represent manufacturer of advertised toilet preparations in New England. Address Box B. O. No. 000, care of this journal.

### HELP WANTED

Wanted—Salesmen calling upon the extract trade to make connection with Pacific Coast House handling Tahiti Vanilla Beans. Address H. W. No. 000, care of this journal.

### SITUATIONS WANTED

Essential oil salesman with wide knowledge of oils and synthetics is desirous of connecting with a good house. Address in confidence S. W. Box No. 000, care of this journal.

The cost is only 50 cents per line per issue payable in advance.  
(The above advertisements are samples only.)

- a good position
- a superintendent, chemist, salesmanager or other experienced help
- to start in business
- to purchase a business
- to buy, sell or exchange machinery, equipment or material
- a formula, etc.

An American Perfumer classified advertisement will find exactly what you want.

**Perfumer Pub. Co.**  
14 CLIFF STREET  
NEW YORK. N. Y.



# To the Trade

We take pleasure in announcing to the trade the organization of the **Scientific Specialties Co., Inc.**, to fully meet the needs of American perfumers for glassware, particularly, **plain and colored striped perfume vials**. We have our own manufacturing facilities both here and abroad and are prepared to design and originate new ideas in perfumers' glassware. We are prepared to meet *your* requirements and work out *your* ideas and suggestions.



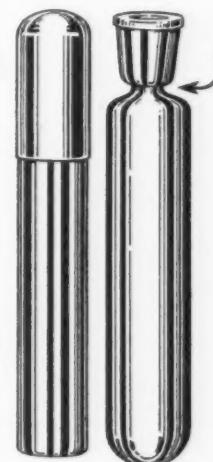
**Striped Perfume Vials**

**White Glass Vials**

**Capping Material**

**Laboratory Supplies**

**Filling Apparatus**



All manufacturing and all details of the business are in the hands of men of wide experience in the trade, who have been pioneers in the development of the perfume vial industry. Accordingly your needs will receive the personal attention of men best able to meet your requirements.

*First Get Our Prices—Write for Details.*

**Scientific Specialties Co., Inc.**  
**331 FOURTH AVENUE**  
**NEW YORK, N. Y.**



**HAMBURG—BERLIN**

**Tel. Madison Square 7940**



# COMPAGNIE DUVAL

32 CLIFF STREET

NEW YORK

## AROMATIC CHEMICALS AND SYNTHETIC FLOWER OILS OF OUR OWN MANUFACTURE

Citronellol	Narcissus	Oriental M	Jacinth Rose
Citronellol Acetate	Geraniol	Rose (American Beauty)	Jasmin White
Rhodinol	Geranyl Acetate	Linalool	Syringa
Rhodinol Acetate	Gardenia	Linalyl Acetate (70% to 90%)	Wistaria
Lilac Sweet	Heliotrope Fleur		

## SOAP PERFUME OILS AND OTHER OILS FOR TECHNICAL PURPOSES FROM 45c LB. UP.

*Sole representatives in the United States and Canada for the following firms:*

### SCHMOLLER AND BOMPARD GRASSE, FRANCE

LEADERS IN NATURAL PERFUME MATERIALS OF SUPERIOR QUALITY



Can Offer at Attractive Prices

PALMA VIOLET CONCRETE  
GENET

TUBEROSE  
ROSE

JASMIN FLOWER OILS, ETC.

### FRANZ FRITZSCHE & COMPANY HAMBURG, GERMANY



ALDEHYDE C 14  
BENZYL ACETATE  
BENZYL BENZOATE  
LINALYL ACETATE  
METHYL ANTHRANILATE  
VIOLET 100%  
(Alpha Beta-Methyl)

### MARIO DE PASQUALE MESSINA, ITALY



SPECIALTIES  
MANDARIN TERPENELESS  
BERGAMOT TERPENELESS  
LEMON TERPENELESS  
ORANGE TERPENELESS  
As well as all other Handpressed Oils

### D. M. BAKARDJIEF, KARLOVO, BULGARIA OTTO OF ROSE

*As it comes out of the still*

*Our Chemists Are at Your Service for Any Information That You May Desire at Any Time  
Free of Charge.*

# STANLEY

EMBOSSED METAL SEALS

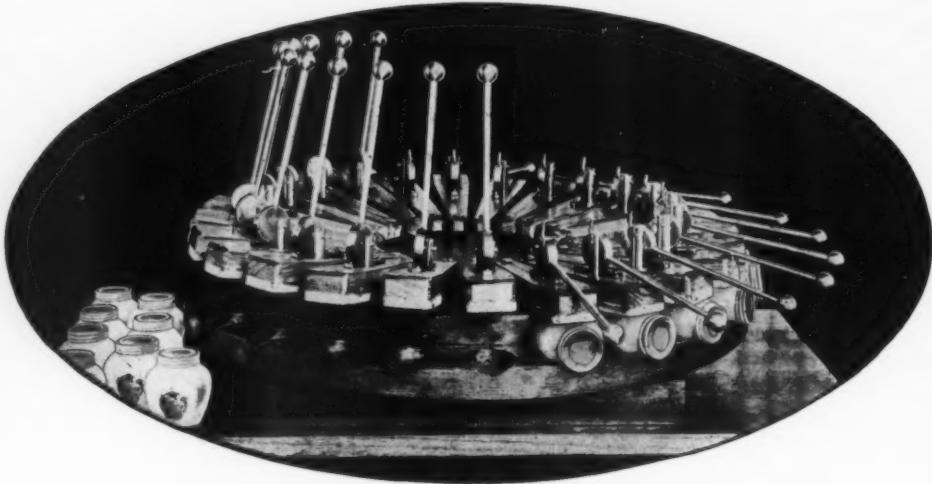
PATENTED

Add a grace  
and distinc-  
tion to your  
product~~~

*"They Improve  
with Age"*



THE STANLEY MFG. CO. DAYTON, OHIO



## *The STANLEY LABELER* (PATENTED)

- results in great saving in cost of attaching labels.
- attaches labels to curved or round surface as quickly and easily as to perfectly flat surface.
- preserves the original freshness and lustre of label
- interchangeable feature so one machine can be used to label bottles, boxes and jars of any size or shape.
- built to customers order and leased at nominal rate.

For particulars write or phone -

MR. S. WOODSON HUNDLEY . . . New York City Representative  
202 W. 92nd Street, Phone Riverside 9830, NEW YORK CITY, N. Y.

MR. CHARLES A. RINDELL . . . Middle Western Representative  
Suite 505 Garrick Building, 64 West Randolph Street, CHICAGO, ILLINOIS

MR. R. F. STIDHAM . . . California Representative  
P. O. Box 141, OAKLAND, CALIFORNIA

MR. RICHARD HOFMANN . . . Southern California Representative  
1407 Detwiler Bldg., Phone 64158, LOS ANGELES, CALIFORNIA

MR. LAMBERT J. MILES . . . Boston and Vicinity Representative  
WAVERLEY, MASSACHUSETTS

CLEVELAND NOVELTY COMPANY . . . Cleveland Representative  
820 West Superior Avenue, CLEVELAND, OHIO

PINTO & MALABEL . . . Southern Representative  
524 Jefferson County Bank Building, BIRMINGHAM, ALABAMA

**THE STANLEY MANUFACTURING CO.**  
DAYTON, OHIO

*See other side for Samples of Stanley Labels.*

Members of American Manufacturers of Toilet Articles Association

# Pierre Dhumez & Co.

## PARFUMS PREMIERS

VALLAURIS A.M.

::

FRANCE

JASMIN ABSOLUTE

ORRIS BUTTER

NEROLI BIGARDE PETALE EXTRA

SOAP ORRIS

### "GOMODORS" DHUMEZ

*(Soluble Resin)*

"GOMODORS" Dhumez are products such that if the perfumer makes an alcoholic solution with them according to the strength desired, he obtains immediately without loss of time and without loss of alcohol a tincture absolutely identical to the one he would obtain by making tinctures direct from the raw materials. They may also be incorporated pure in soaps, powders, etc.

GOMODOR MOUSSE DE CHENE FOR PERFUMERY  
Used in finest Chypre Perfumes giving perfect natural coloring.

GOMODOR MOUSSE DE CHENE FOR SOAP  
Perfect in every respect—color, odor and keeps forever.

GOMODOR LABDANUM—GOMODOR OPPONAX—  
GOMODOR STYRAX

*Prices and samples on request*

We call especial attention to our  
LILY OF THE VALLEY                    VIOLET FLOWERS  
Exceptionally fine odors of great strength and lasting qualities. Samples  
on request.

# FOX & CLARKE CO., INC.

116-120 W. 32nd St., 119-123 W. 31st St.

NEW YORK

::

N. Y.

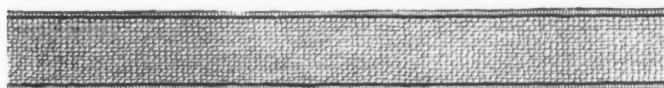
*Collapsible  
Tubes*



**WESTERN CARTRIDGE COMPANY**

INCORPORATED 1898

**EAST ALTON, ILL.**



*—Says the older man to the new perfumer*

The "Old-timer" in the perfumery business met the "Newcomer" while both were attending a convention. Naturally the conversation gradually got around to matters of business.

" You mark my word ", said the Old-timer, " the field for compacts is getting bigger all the time, because women have come to realize that they are practical.

" Furthermore, let me give you this tip, from friend-to-friend, get an established, reliable concern to put up your compacts, for you. Go to Julius Schmid, Inc. in New York: you'll find their prices to be O. K. and you'll never be dissatisfied with their merchandise."

Julius Schmid, Inc. specialize in  
**Compacts, Eyebrow Pencils  
and Lipsticks** made up under  
your own brand.

**JULIUS SCHMID, Inc.**  
439 West 55 Street  
New York



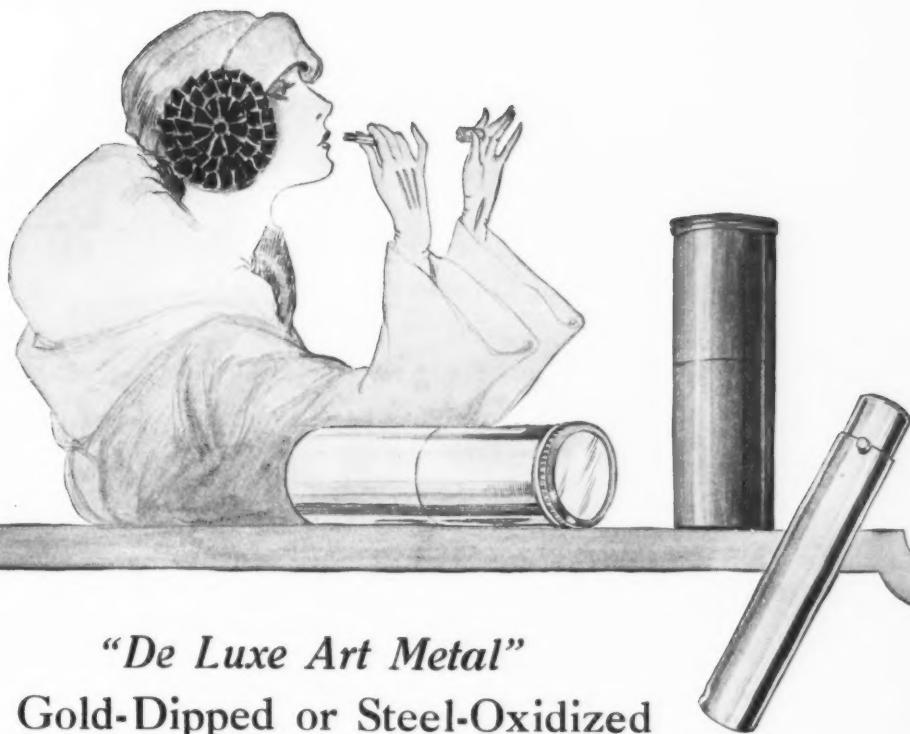
BETTER POWDER PUFFS sell more compacts. It has been our privilege, in the past few years, to supply powder puffs to several of those manufacturers who have made the greatest strides in successfully marketing high-grade compact powders and rouge. Are you using the best puff available—and does it give your box that last important finishing touch? Let us cooperate with you.

MAURICE LÉVY

*"Better Powder Puffs"*

Factories:  
New Rochelle  
N. Y.

New York Office:  
Hygienol Building  
120-122 W. 41st Street



*“De Luxe Art Metal”*  
**Gold-Dipped or Steel-Oxidized**  
**LIP-STICK CONTAINERS**

**WITH MIRRORS**

**Have Attained Great Popularity**

**T**HE department-store buyer wants them

—the woman that knows prefers them—insists upon them

—so the lip-stick manufacturer follows the line of least resistance, and adds to the virtues of his lip-stick by putting it into a “De Luxe Art Metal” Container with a Mirror

—but, like every good thing, the “De Luxe” will eventually be imitated, if it is not now. There will be those that will try to duplicate the same general effect, although not the same intrinsic quality

—so, better be careful! See that you get the genuine—the best—the “De Luxe!”

*Samples and Prices on Request*

**De Luxe Art Metal Corporation**  
 New York City Office: 1123 Broadway



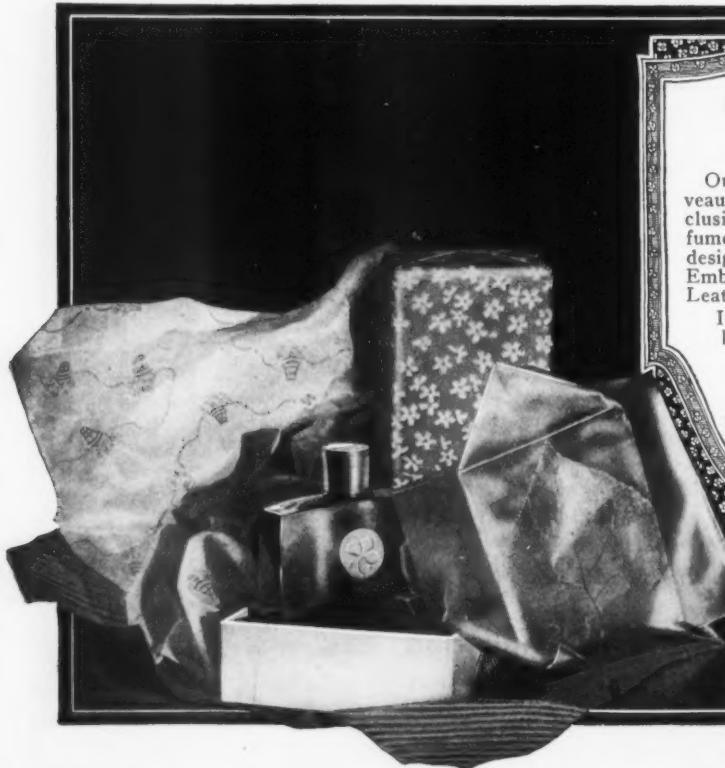
**NEUMANN-BUSLEE & WOLFE**

(INC.) MERCHANTS-IMPORTERS-MANUFACTURERS

321-323 N. SHELDON STREET CHICAGO, ILL.

Essential Oils  
Aromatic Chemicals  
Waxes Spermaceti  
Zinc Oxide                      Rice Starch

*PROMPT SHIPMENTS FROM STOCK*



**Perfumery Box Coverings**

Our latest Sample Book "Nouveautés 1923," contains many exclusive patterns suitable for perfumery box coverings. Unusual designs in Velours, Printed and Embossed patterns, Imitation Leathers and other novelties.

If you are in the Perfumery business you should not be without our samples  
Yours on request

Whiting-Patterson Company  
Incorporated  
265 Canal Street, New York





---

*Something New—Something Different*

---

## Phenyl Arome

A product of exceptional purity, strength and stability. Odorous, sweet and flowery. Its suggested use in Narcissus, Lily of the Valley, Lilac and modern type odors makes its use and adoption of prime importance as an Aromatic Product. Price \$32.00 a pound.

*Write for sample*

## VAN DYK & CO.

*Founded 1904*

WORKS:  
JERSEY CITY, N. J.

6 Platt Street  
New York



## *Announcing*

our patented combination vanity case with a new fool-proof lock, which absolutely cannot get out of order.

The construction of this box will not permit the lock to become clogged with powder as is the case in most lock-boxes offered.

This box has several new refill features for both rouge and powder that are simple in construction, yet extremely effective, and are also fully protected by patents.

This box is available to a few additional perfumers who want a quality package; the sale of which will be restricted to a number of select houses.

We specialize in creating new and original designed boxes for the exclusive use of the perfumer for whom designed.

We have several new boxes available at the present time, or, we will gladly co-operate with you in the designing and developing of a distinctive box for yourselves.

Write for samples.

## Exclusive Metal Products Corp.

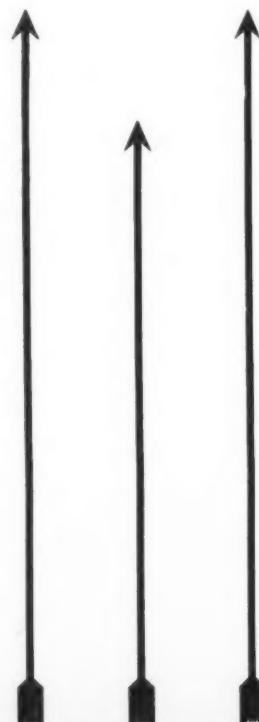
457-461 West Broadway

New York City

Western Representative: V. E. Meadows, 1719 Wallin Ave., Chicago, Ill.  
Phone Sheldrake 5529



Patented May 15, 1923





## ELKO PRODUCTS

THE manufacturer who has tried this rapid growing and exceedingly popular line of Perfume Bases has solved his greatest problem, by obtaining odors for his products that possess individual character and flowery fragrance, that is sweet and permanent. These creations are the achievements of skilled as well as gifted Perfume Chemists, who are entirely familiar with basic materials and their effects in the finished product. Basic materials, both natural and synthetic, are carefully selected from the best sources of supply throughout the world and examined in our own laboratory, for unless they test to the highest standard of purity, they are rejected and considered unfit for use in Elko Products. Elko Products are offered in a range of prices well within the reach of any manufacturer.

Elkodours: Floral Ottos and Bouquet Novelties. Absolute odoriferous bases recommended as the starting points for the evolution of the highest quality perfumes.

Elko Perfume and Toilet Water

Bases: Scientific blends of Natural and Synthetic materials, containing all necessary fixatives, for the preparation of finished products possessing sweet and lasting flowery fragrance.

Elko Powder Odeurs: Perfume bases of the highest concentration, guaranteed to produce sweet and permanent fragrance in Face Powders, Talcum and Sachet.

Elko Series No. 20: Popular Floral and Bouquet Bases, true to their individual types, recommended for moderate priced Perfumes and Toilet Waters.

Elko Series No. 10: A line of popular priced perfume bases, highly suitable for inexpensive Perfumes, Toilet Waters and general Toilet Preparations.

Elko Cream Odeurs: Perfectly blended bases of highest concentration, that will not discolor, but are stable and retain their Flowery Fragrance indefinitely.

*Write for our latest Price List.*

### E. M. LANING CO.

*Incorporated*

Consulting—PERFUME CHEMISTS—Manufacturing

273 WATER STREET

NEW YORK, N. Y.

E. M. Laning, B. Sc., Pres.

Robt. C. Purcell, Phar. D., Vice-Pres.

Wm. H. Barlow, Grad. Chem., Treas.



## Société des Produits de Synthèse

## “SOPROS”

**Siège Social  
49 Rue Cambon  
Paris, France**



**Office and Works  
Mantes-sur-Seine (S&O)  
France**

*Manufacturers of*  
**QUALITY SYNTHETICS AND AROMATIC CHEMICALS**

## POPULAR SPECIALTIES

## Oranger Fleurs — Floranol — Oeilletteine Lilas S.P.S. Rose S.P.S.

## CHEMICALLY PURE PRODUCTS

Aubepine from Anethol  
Aldehydes C<sub>8</sub> to C<sub>12</sub> incl.  
Cinnamic Alcohol  
Cetone D  
Citral  
Eugenol

Hydroxycitronellal  
Isoeugenol  
Phenylethyl Alcohol  
Rhodinol  
Vanillin from Eugenol  
Violet Bases

*Write for samples and prices to our Sole American Representatives*

E. M. LANING CO.

**Incorporated**

273 WATER STREET

## NEW YORK



# H. EUZIÉRE & CO.

GRASSE, FRANCE.



*Absolute Flower Oils, Liquid and Solid Concretes, Pomades, Essential Oils and Resinoids.*

## “ESSODORS”

We have specialized for many years in the manufacture of concentrated essences free from alcohol and we now offer, under the name of “ESSODORS,” a product which can be described as Absolute compound of Otto of Flowers.

Thanks to the scrupulously careful selection of the raw materials used in their preparation, our Essodors are distinguished not only by their delicacy, but by their remarkable strength and lasting qualities.

They contain in concentrated form all the constituents used in the manufacture of the finest perfumes, such as tinctures, fixatives, etc., thus producing by simple dilution in alcohol a quality of perfume equal, and even superior to those obtained from the original raw materials and alcoholic washings.

Their concentration to the strongest pos-

sible degree produces in a *minimum* volume the *maximum* strength. They are therefore presented in the most convenient form for use not only in perfume, but also in powders and face creams.

Owing to their extreme concentration, doubly advantageous on account of the saving of duty and freight, the amount to be used varies with every perfume. This is due to the fact that the constituents of Essodors are not all capable of concentration to the same degree.

This peculiarity will be appreciated by our customers, for it is obvious that, were the concentrated essences of standardized strength and uniform price they would not be absolute concentrated oils.

In our Price List we give approximate amounts of Essodors to use to obtain a quintuple extract of very superior quality.

*Our complete price list of Essodors and samples of finished extracts will be cheerfully furnished by our*

*Sole American Representatives*

## E. M. LANING CO.

*Incorporated*

273 WATER ST.

NEW YORK



## ELKO LIQUID COLORS

(Standardized)

Uniform

Fast

Stainless

*Alkali and Acid Resisting*

Prepared in all shades from *Imported Bases*, producing a permanent brilliance in alcoholic or aqueous solution when used  $\frac{1}{4}$  oz. to the gallon. Highly recommended in Perfumes, Toilet Waters, Hair Tonics, Shampoos, etc.

Trial Pints ..... \$1.50      Per Gallon ..... \$10.00

## ELKO FLAVORS

### TRUE FRUIT FLAVORS

Regular (for Bottlers)	Per Gallon	\$6.00
Concentrated .....	" "	9.00
Extra Concentrated ..	" "	13.00

### ABSOLUTE FRUIT ETHERS

Per Pint .....	\$3.00
Per Gallon .....	18.00

### TRUE FRUIT AROMAS

(68 to 98% True Fruit)

Per Pint .....	\$4.00	MAPLE L
Per Gallon .....	28.00	(Concentrated Imitation Maple)

Per Gallon .....	\$7.00
------------------	--------

## VANIL CONCENTRATE

(Concentrated Imitation Vanilla)

One Pint makes 2 gallons of Standard Imitation Vanilla by simply diluting with water.

Per Pint ..... \$4.00      Per Gallon ..... \$28.00

## CONSULTING SERVICE

Our staff of competent chemists is always ready to assist our customers in solving any problems they may be confronted with. Our many years of practical experience in the actual manufacture of Perfumes and Toilet Preparations, as well as our continued research, has fitted us to render this service.

## E. M. LANING CO.

*Incorporated*

Consulting—CHEMISTS—Manufacturing

273 WATER ST.  
E. M. Laning, B. Sc., Pres.

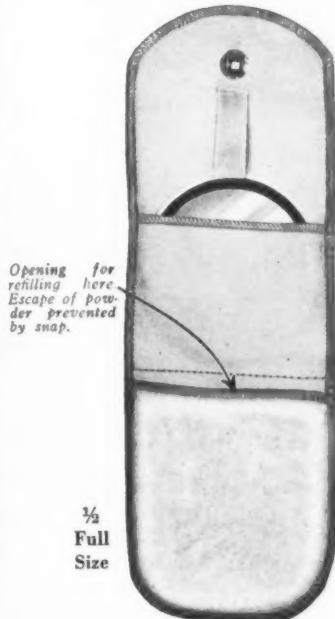
(Cable address EMLaning New York)  
Robt. C. Purcell, Phar. D., Vice-Pres.

NEW YORK  
Wm. H. Barlow, Grad. Chem., Treas.

ABSOLUTELY NEW!

# “WOOLVANITY”-

(TRADE MARK)



## OPEN

Showing full vision mirror, method of filling, perforations in lamb-skin permits powder to come through to surface of wool evenly.



Patents Pending

## CLOSED

Showing powdering surface and mirror concealed—a feature that keeps both mirror and powdering surface absolutely clean and sanitary.

ABSOLUTELY THE NEWEST AND MOST ORIGINAL  
VANITY YET DEVISED FOR MILADY'S USE

Prices on request.

Let us quote you on our compact puffs.

“FILL-ME”  
“DUCHESS”  
“FILL-IT”



L. R. ROSE BEAUTY PRODUCTS CORP.

Manufacturers of Patented Powder Puffs and Novelties

817 Chapel St., New Haven, Conn.

AS A MAN LOVES HIS CIGAR, SO DOES A LADY LIKE  
OUR PRODUCTS.

“EVERY PUFF A PLEASURE.”

“LA PRINCESS”  
“BEAUTY”  
“SEÑORITA”





# PRIVATE BRAND

Creans Powders Perfumes  
 Lotions Shampoos  
 Shaving Cream Lipsticks  
 Eyebrow Pencils  
 Compacts  
 (Powder and Rouge)

## HAND PAINTED VANITY CASES

### QUALITY SERVICE PRICE

With these three fundamental principles of success we desire to serve your requirements in the complete cosmetic line.

### All Items Under Your Own Name if Desired

A complete factory equipped to efficiently and quickly fill your orders the *same day they are received*. *Owning our own building*, we are in a position to quote *low prices*.

Check the following listed items that interest you. Write us on your own letterhead for prices. No order too large or too small.

<b>Rouge</b>	<b>Compacts</b>	<b>Creans</b>
All Shades	All Shades	Cold Cream
All Sizes	All Sizes	Vanishing Cream
Matching all odors		Peroxide Cream
		Skin Foods
		Astringents, etc.

<b>Hair Preparations</b>	
Bay Rum, Lilac, Eau de Quinine, Olive Oil	Manicure Requirements
Shampoo, Bandoline, Etc.	Face Lotions

*Write Today.*

## Salikof and Belle Hovey Laboratories

126 No. 3rd St., Philadelphia, Pa.  
 (Phone Market 3037)

New York, 1340 Broadway  
 (Phone Fitzroy 3333)

HIGHEST HONORS AWARDED  
AT INTERNATIONAL EXHIBITIONS FOR 40 YEARS

# DE LAIRE

The Pioneer Line of  
**Synthetics for Perfumes and Soaps**

**CASSIE**

**JASMIN**

**NEROLI**

**Ambre 83** **Bouvardia** **Civette**

**Cyclamen** **Jacinthe** **Lily of the Valley**

**Mousse de Chypre** **Mousse de Saxe**

**Sweet Pea** **Tilleul, etc.**

**Alcohol Cinnamic**

**Alcohol Phenylethylic**

**Hydroxycitronellal** **Ionones** **Musks, etc.**

Apply for price list and samples to

**DODGE & OLCOTT CO.**

New York

Sole American Distributors

**FABRIQUES DE LAIRE**

**ISSY (near Paris)**

and **CALAIS**

**FRANCE**

# Societá Italo-Francese

*per l'Industria dei Profumi e dei Prodotti Chimici*

**VALLECROSIA (Bordighera) Italy**



Works at Vallecrosia

Other Works at FONDI (Caserta) and St. Marie de Madagascar.

—We deliver from our own plantations the same products manufactured till to-day only by the Grasse Industry.

—Our plants are equipped with the most modern and perfected apparatus.

—Our flowers do not suffer during transportation, as the works are right amidst the plantations.

**—OUR WORD IS QUALITY: WE SELL WITH ABSOLUTE GUARANTEE OF PURITY.**

## NATURAL CONCRETES OF FLOWERS *absolutes and liquides*

ESSENTIAL OILS *Lavender, Neroli petals, Petit-grain, Rosemary, Thyme, etc.*

## FLORAL WATERS

FLORENTINE ORRIS *Concrete, Resinoide*

*Samples and Prices on Request*

WE DESIRE A SELLING AGENT FOR UNITED STATES



MEDALS	
PARIS	1878
BORDEAUX	1882
LONDON	1884
LONDON	1885
MELBOURNE	1889

# A. Boake, Roberts & Co., Ltd.

Carpenters Rd. Stratford, London, E. 15  
ENGLAND

MEDALS	
ST. LOUIS	1904
Grand Prize	
2 Gold Medals	
1 Silver Medal	

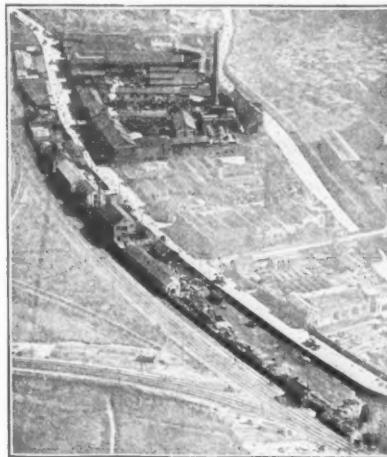
AMSTERDAM  
Silver Medal

Cables: BOAKE, LONDON

Telephone: MARYLAND 1050 (4 lines)

Codes: A.B.C. 5th & 6th—LIEBER'S 5 LETTER—WESTERN UNION—BENTLEY'S—MARCONI

Aeroplane  
Photograph of our  
Works



Showing Road,  
Rail and Water  
Facilities

*Manufacturers of*

# ABRAC

## SYNTHETICS AND ISOLATES

OF GUARANTEED PURITY AND ODOR VALUE

AMYL SALICYLATE

LINALOL AND ESTERS

CINNAMIC ALDEHYDE  
(NATURAL)

MENTHOL RECRYST.

CITRAL

MUSK XYLOL 100%

CITRONELLOL AND ESTERS

PHENYL ETHYL ALCOHOL  
AND ESTERS

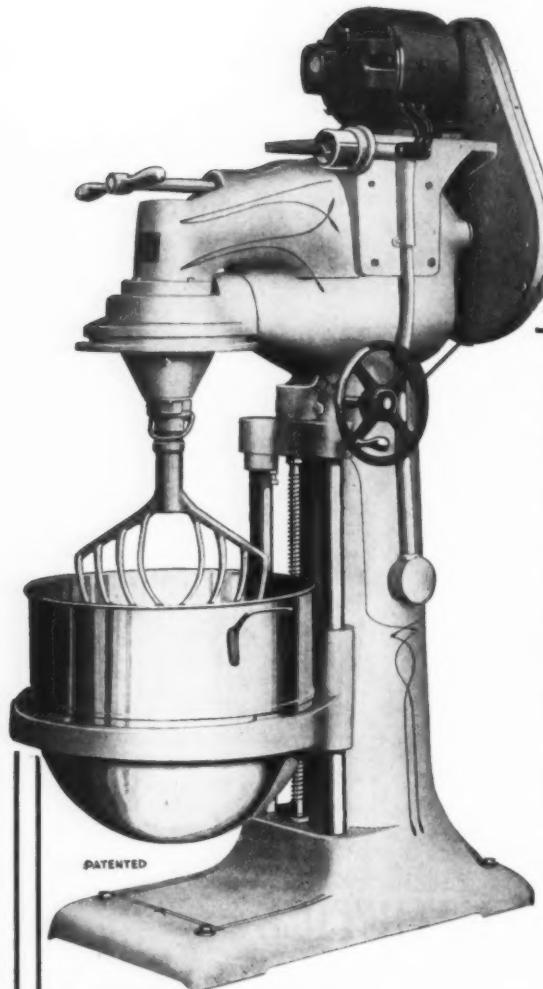
ETHYL PHTHALATE

RHODINOL AND ESTERS

GERANIOLS AND ESTERS

THYMOL B.P.

ISO EUGENOL



*For Mixing  
Facial Creams  
Soaps  
Dental Creams  
Toilet Preparations  
Shaving Creams  
Tooth Pastes*

*Use the*

# READ 3-SPEED MIXER

*Made in 5 Models*

**A SIZE FOR EVERY PURPOSE**

*Write for Further Information*

**READ MACHINERY CO.  
YORK, PA.**

*MIXING MACHINERY OF ALL KINDS*

# *These Two Machines Will Make Your Bottled Products More Attractive*



The Kiefer Bottle Rinser washes each bottle inside and outside with fresh, clean water.

No particles of dirt or half-clean water remain in the bottles to mar the appearance of the product, as often happens when washing bottles by hand in a tub.

The bottles come from the Rinser bright and clean, ready to display to best advantage your perfumes, tonics, extracts, toilet waters, etc.

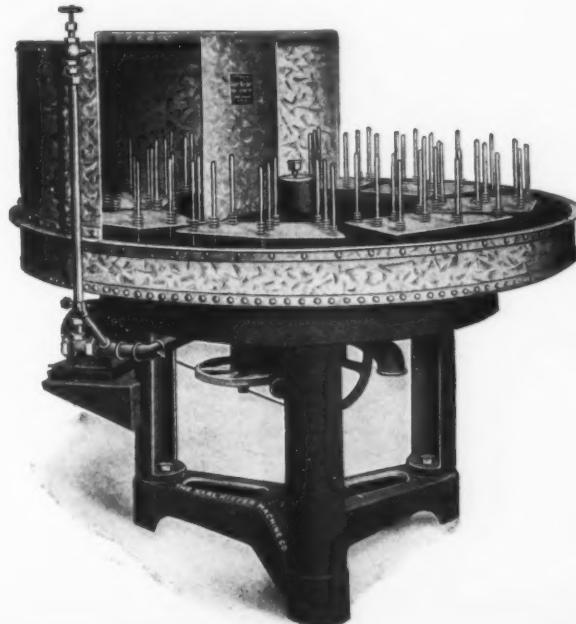
**The Karl  
Kiefer Machine Co.**  
CINCINNATI, OHIO

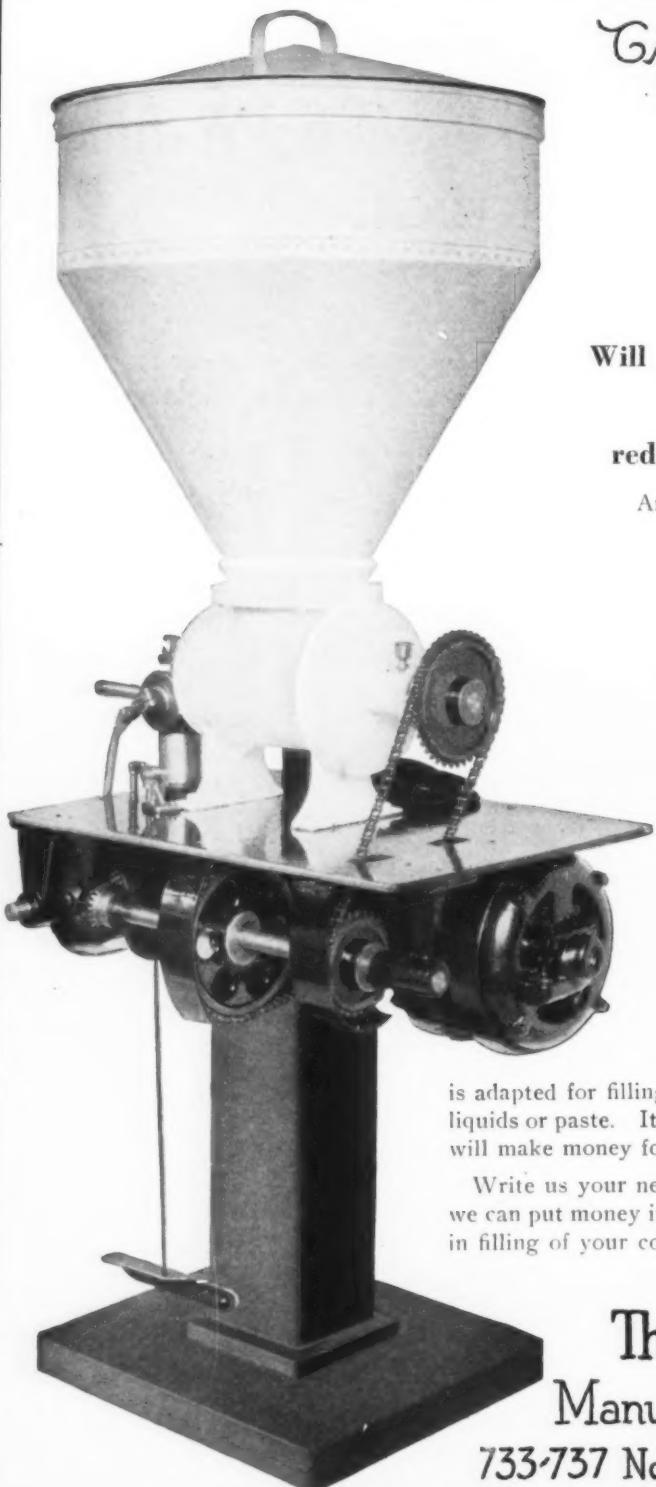
The Kakimaco Filter thoroughly clarifies your product—makes it crystal-clear, clean and sparkling.

How much more desirable such a product is than a cloudy, hazy one.

Don't send out your good products dull and lifeless, when they can be made much more attractive by proper filtration.

It's so easy and simple to filter with the Kakimaco Filter. Let us show you.





*The*  
**WEPPLO**  
 Universal  
 Vacuum  
 Filler

Will increase your production  
 50 to 100 per cent  
 and  
 reduce your filling expense

Among our satisfied users are:

*The Pepsodent Co., Chicago, Ill.  
 Melba Manufacturing Co.,  
 Chicago, Ill.*

*Franco-American Hygienic Co.,  
 Chicago, Ill.*

*The Palmolive Company, Mil-  
 waukee, Wis.*

*Al Sano Laboratories, Mil-  
 waukee, Wis.*

*The Stomatol Company of  
 America, Highland Park, Ill.*

*A. J. Krank Manufacturing  
 Company, St. Paul, Minn.*

We can satisfy you.

**The Wepplo  
 Universal  
 Vacuum Filler**

is adapted for filling all containers with liquids, semi-liquids or paste. It saves time, material and space. It will make money for you.

Write us your needs and we will prove to you that we can put money in your pocket through a big saving in filling of your containers.

**The WEPPLO**  
 Manufacturing Company  
 733-737 North Carpenter St. Chicago



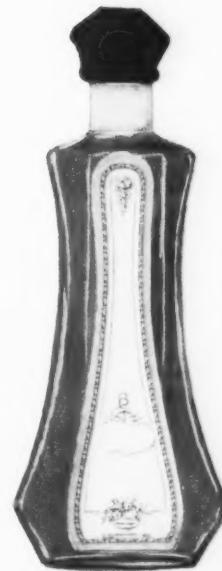
# CAPE-VISCOSE

(TRADE MARK)



WHAT we are so proud of is not so much our reputation for beautiful and satisfactory cappings—but for the beautiful and satisfactory cappings which make our reputation possible.

Capes-Viscose are hoods of hydrated cellulose which are placed moist over the neck of the bottle. When exposed to the air they lose their moisture and shrink snugly over the bottle, lip, neck and stopper, forming a tough film of practically pure cellulose.



Capes-Viscose are furnished in color to harmonize with the contents of your package or with the label. Send one of your bottles for a trial capping.

**CAPE-VISCOSE, INC.**

147-153 Waverly Place, New York  
American Works: Delawanna, N. J.



THE growing popularity of Capes-Viscose with leading manufacturers is due to the all-round service given by this capping.

Not only is it possible to reproduce the color of the contents or the label of your container but the possibilities for new and striking color combinations are almost limitless.

Capes-Viscose are hoods of cellulose which are applied moist to the bottle economically and without machinery. They dry quickly forming an absolutely sanitary, non absorbent and durable seal over the stopper, lip and neck of the bottle, making it impossible for the contents to leak or evaporate. They are so strong that it is impossible to twist or slip a properly fitting cap.

Those who have tried other cappings now demand Capes-Viscose.

## CAPES - VISCOSE, INC.

147-153 Waverly Place, New York  
American Works: Delawanna, N.J.

## Large labels on cardboard boxes!!



This label is 7 x 2 1/2 inches, and is a large label—too large to be effectively affixed in any other way than by the

## WORLD LABELER

But the World Labeler puts it on quickly, neatly and economically. Perhaps you label something? Let us show you how to save money and increase production.

**Economic Machinery Co.**

Hobbs Square

Worcester, Mass.

*Bring your labeling problems to us.*



## What Could Be Simpler?

**N**o closure is simpler than Armstrong's Embossed Top Corks. Only the thumb and forefinger are needed to open or re-seal the bottle. Cork screws, knife blades and bottle openers are unnecessary and the danger of broken finger nails or injured hands does not exist.

The tops are made of tough hardwood colored to harmonize with your product or label, with a plain or celluloid finish. They are embossed with your name or trade-mark and then securely fastened to the size and grade of Armstrong's Corks that suit your needs. Armstrong's Embossed Top Corks add to the appearance of your package and do much to win the good will of your customers by their convenience.

*If your requirements enable you to buy closures in lots of 10,000, or more, of one size, samples and prices of Armstrong's Embossed Top Corks will be cheerfully submitted on request.*

ARMSTRONG CORK COMPANY 139 Twenty-third Street, PITTSBURGH, PA.

## ARMSTRONG'S EMBOSSED TOP CORKS



## DEJONGE Quality Papers



The business of this house was founded some seventy-five years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

**LOUIS DEJONGE & CO.**

69-71-73 Duane Street  
NEW YORK

# SOAP MACHINERY



Empire State foot power press for soap. A similar type of press is also used for Rouge Compacts, lipsticks, etc.

-----  
**HOUCHIN-AIKEN Co. INC.**  
ENGINEERS & MACHINISTS  
26 COURT St. BROOKLYN, N.Y.

**AUGUST GIESE  
& SON**  
162 William Street  
New York

**FRENCH  
FILTER  
PAPER**

**HEAVY SOFT  
WHITE**

**20 IN. DIAMETER**

**In Stock in  
New York for  
Spot Shipment**

**Profits  
and Costs**



*How much the figures  
on these significant  
sheets depend on  
chemistry is shown  
graphically by the*



**NINTH  
NATIONAL  
EXPOSITION  
of  
CHEMICAL INDUSTRIES**  
*Sept. 17th-22d, 1923*  
**GRAND CENTRAL PALACE — NEW YORK**

**C**HEMISTRY is constantly creating and developing new ideas about perfumes, soaps and toilet preparations. You should know what is being done to improve quality, reduce costs and promote general efficiency in the perfumery trade.

At this exposition you will get valuable information regarding essential oils, synthetics, alkalies, acids and all chemicals you use; you will learn something about containers, filling, labeling and other machines, about methods, processes and numerous devices for saving time and expense.

You can spend several days profitably at this vast "idea exchange." Plan now to get the full benefit of this great exposition which deals particularly with factors of vital importance to you.

**Write for details**  
about this exposition and how chemistry influences all industries.

**NATIONAL EXPOSITION OF  
CHEMICAL INDUSTRIES**  
**117 E. 46th Street, New York City**



# Fine Boxes

scientifically  
built

*are identified by*

THIS



MARK

*Ferdinand Buedingen Company*  
INCORPORATED  
ROCHESTER - NEW YORK  
Sales Offices  
NEW YORK CITY  
CHICAGO

## Settle the Question Now

*What adhesives will give you  
the BEST Labeling Results?*

You pay a lot of attention to your packages and labels—but how about the paste you use?

Fill out the coupon below and let us send you free samples of adhesives that are *exactly* suited to your equipment and labeling requirements.

We make special glues and pastes for every make of labeling machine on the market, and for attaching labels by hand to glass, tin, cardboard and wood containers.

*Every Arabol product is backed by a reputation of thirty-five years, and the resources of the largest plants of their kind in the world.*

### THE ARABOL MANUFACTURING CO.

CHICAGO      NEW YORK      TORONTO



#### THE ARABOL MFG. CO.

Executive Offices,  
110 East 42nd St., New York.

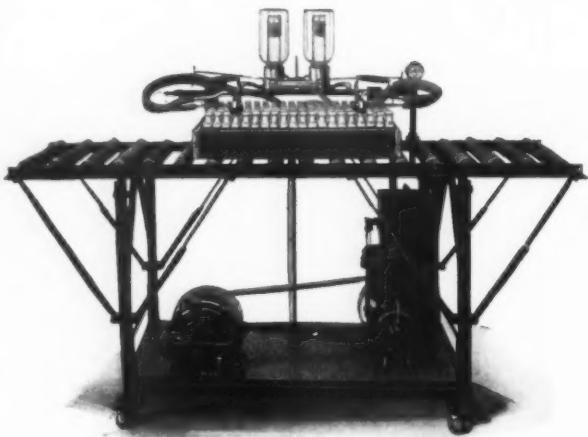
It is understood our answers to the following questions are to secure free samples of adhesives best suited to our needs, and that we are not obligated in any way.

1. Do you label by hand or machine?.....
2. What labeling machine do you use?.....
3. What kinds of containers do you label?.....
4. How many containers do you label an hour?.....

NAME .....

ADDRESS .....

## Fills Any Bottle—Sprinkler or Ordinary Top



*St. Louis Representative:*  
Carlliss Machinery & Mfg. Co.  
St. Louis, Mo.

*Cleveland Representative:*  
A. K. Einstein  
Union Bldg., Cleveland, Ohio

The original vacuum filling machine—perfected and brought within the reach of all makers of perfumes, extracts, etc. Works equally well with any liquid or semi-liquid. Used in over 300 plants.

Rejects all cracked and broken bottles. Prevents overflowing.

Fills 1 dram to 1 gallon. We also build larger machines to fill several different liquids at one time; also to handle bottles of different size and shape at one time.

**International Filler Corp.**

Factory  
**PETERSBURG, VA.**

New York Office:  
**207 Water Street**  
Phone, Beekman 6480

IF YOU NEED  
ANY KIND OF  
MACHINERY

ASK US

Perfumer Publishing Company  
14 Cliff St.  
New York  
Information Department

**An Excellent Book  
on Flavors**

“**FLAVOURING** Materials, Natural and Synthetic,” by A. Clarke, F.C.S., contains much practical data which the author has gathered from years of experience in a chemical and technical capacity with the foodstuff and beverage trades.

This is the most comprehensive book on the subject yet published. Twelve chapters, eleven illustrations, 166 pages, bound in cloth.

Price \$2.85

**Perfumer Pub. Co.**  
14 Cliff Street  
New York

*Special Service  
for  
Manufacturers of  
Cosmetics*

OUR products are made for manufacturers of cold creams, ointments and other toilet and pharmaceutical preparations. Highly refined, tasteless, odorless and absolutely pure. Our specialists will confer with you on any problem involving the use of mineral oils or jellies.

Formulas for cold creams, lotions, salves, etc., available to our customers without charge.

**Kremol**

A pure white mineral oil of exceptional quality especially refined for use in manufacturing COLD CREAMS, NOSE and THROAT SPRAYS and general pharmaceutical purposes. Made in two grades—LIGHT and HEAVY.

**Medicol**

A medicinal white mineral oil of super-quality. Manufactured especially for Internal Use. Made in five grades—LIGHT, MEDIUM, HEAVY, EXTRA HEAVY and SPECIAL HEAVY. All grades more than conform to the requirements of the U. S. P.

**Sherpetco**

PETROLATUM  
AMBER LILY WHITE  
LIGHT AMBER WHITE SUPERFINE  
CREAM WHITE SNOW WHITE  
Manufactured from strictly PENNSYLVANIA  
CRUDE, filtered for COLOR, TASTE and ODOR.  
All grades conforming to U. S. P. requirements.

**Sheroline**

A synthetic petroleum jelly, snow white in color, used as a base for COLD CREAMS, CAMPHOR ICE, SALVES, OINTMENTS, etc.

Write for Samples and Full Information

**SHERWOOD  
PETROLEUM CO., Inc.**

*Quality Products—  
the standard by which all others are judged*

*General Offices:*

Bush Terminal Brooklyn, N. Y.

Telephones { Sunset 8049  
Sunset 7862

Refinery Coraopolis, Pa. Eastern Works, Brooklyn, N. Y.

*The New  
Rivco  
VERITHIN  
Double-Compact Case*

SINCE the advent of the double vanity case it has been the ideal of every manufacturer to produce an extra-thin, yet light and practical double-mirrored case. Our VERITHIN double-compact case embodies this ideal to an extent hitherto unachieved.

Attractive, sturdy and extra-thin the new RIVCO double case cannot but lend an enviable prestige to the manufacturer who uses a RIVCO product for his compact numbers.

The single vanity case can also be made extra-thin.

Requests for prices or samples receive immediate attention.

**Rhode Island Vanity  
Case Company, Inc.**

Sales and Executive Offices  
13-25 Astor Place, New York

# Collapsible Tubes



PURE TIN  
OR LEAD

PLAIN OR  
DECORATED

*Guaranteed Not to Peel  
or Crack*

## WHEELING STAMPING COMPANY

# MIRRORS for VANITY BOXES

## PROMPT DELIVERY

WE are the largest makers of special size mirrors for Vanity-boxes and other toilet articles and guarantee all our mirrors against defects of any character.

Specially packed for  
shipment out of town and  
guaranteed against breakage.

## Actually Prompt Deliveries

ROYAL MIRROR WORKS  
187 MERCER STREET  
NEW YORK



70P

For beauty in design, for quality of materials used, for service—and for perfect fitness for the purpose for which they are to be used there are no better containers made than Rowell paper boxes.

## E. N. Rowell Co., Inc. Batavia, New York

NEW YORK SALES OFFICE  
THE BRISTOL INDUSTRIES, Inc.  
41 Park Row, Room 805  
New York City  
Telephone Cortlandt 1574-5



40 P



41 P



42 P



65 P

E.N. Rowell Co. Inc.  
Paper Box Mfrs.  
Batavia, N.Y.

*"A Business Built on Recommendation"*



## Cosmetic Specialties

prepared according to  
Specification

Will furnish Manufacturing Formulas  
Covering entire Cosmetic Line

## Installation of Plants

for the manufacture  
of

Poudre Compactes—Rouges  
Eye Brow Pencils, Lip Sticks

## CONSULTING SERVICE

on yearly contract

Joseph L. Stummer, B. Sc., Ph. G.  
Manufacturing and Consulting Chemist

Office and Laboratories :

201 Fulton Street, New York  
(Opposite Hudson Terminal)

Telephone Cortlandt 2327

Cable Address: "Cosmetic"

# POPULARIZING THE GLASS PACKAGE

YOU will be interested in some statistics bearing upon the increase in the use of the glass package in the United States:—

In 1923 (5 months) 237 packers in glass have adopted the Duplex Seal for the first time. Of this number:—

48% changed from other metal closures.  
20% changed from corks.

18% established concerns packing in glass for *first time*.

14% new concerns packing in glass.

The all important re-sealing and non-creeping qualities of "Duplex" make it a *safe seal*, the fully efficient seal, for all glass packages.

We take the closure business seriously:—

- A. Duplex finish is a definitely standardized proposition in all glass houses.
- B. Duplex Seals are made mechanically correct and uniformly so.
- C. Our Service Laboratory specifies the proper liner for each product—there's no guess work.

It is our aim to serve the glass and packing industries with full efficiency.

It is gratifying to see at least two new packers come to "Duplex" every working day—and all the old ones remain with us.

*Write for booklet "The Science of Sealing"—it tells the whole closure story.*

*The*  
**Duplex Seal**  
A PERFECT SEALING & RE-SEALING  
CAP FOR GLASS BOTTLES & JARS

**NATIONAL SEAL COMPANY, Inc.**  
Executive Offices and Works:

14th Avenue and 36th Street, Brooklyn, N. Y.

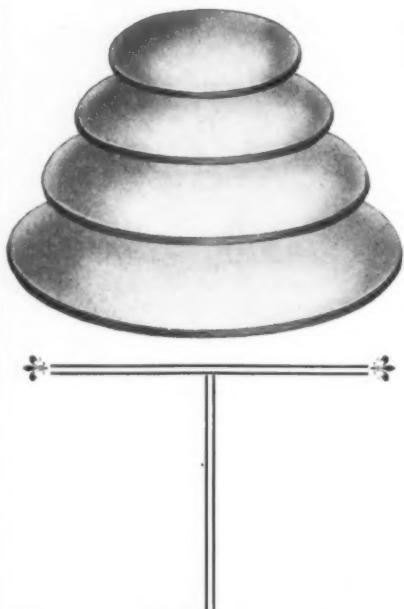
Morgan and Sampson, Pacific Coast Representatives  
84 Second Street, San Francisco, Calif.

Webster Building, 327 S. La Salle Street, Chicago, Ill.

Liberty Central Building, St. Louis, Mo.

Newport Building, 68 Devonshire Street, Boston, Mass.

Duplex Seals manufactured and sold in Canada by  
The Canadian Bond Crown Co., Ltd.  
75 Panet St., Montreal



## Quality Compacts

Quality—a little higher  
 Workmanship—a little finer  
 Service—a little better  
 Prices—a little lower

THESE are the modest claims we make for our compacts, vanities, lipsticks, and eyebrow pencils.

Our modern up-to-date plant insures immediate deliveries regardless of quantity.

We will fill your boxes or furnish complete packages under your own name.

Inquiries will receive the personal attention of Mr. Louis Kronish, general manager.

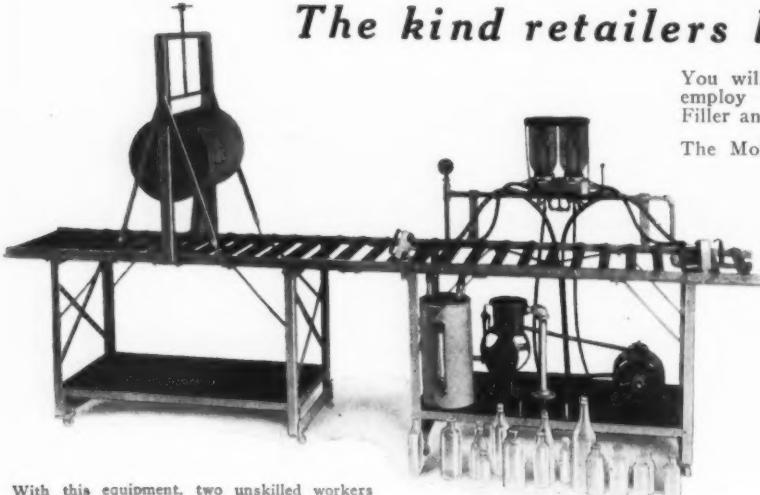
Write for samples and quotations today.

Le Marcelino Company

104 FIFTH AVE.  
 NEW YORK, N. Y.

## Evenly Filled and Corked Bottles—

*The kind retailers like to display*



With this equipment, two unskilled workers will fill and cork 10 to 50 thousand bottles per 8-hour day.

**MOHAN & CO., Inc.**

44 East 23d St.,  
 New York City

*Chicago Territory*  
 THE THOS. CARROLL CO.,  
 Chicago, Ill.

You will be assured of these if you will employ the Improved Mohanco Vacuum Filler and Corker for this work.

The Mohanco will fill any liquid or semi-liquid into any size bottle at least five times faster than by any other method. Besides this you will be assured that all of your bottles will be uniformly filled. Will not fill cracked or broken bottles.

The Corker is certainly a "Corker." It will compress the corks into a whole tray of bottles as quickly as you would drive one in with the old-fashioned rubber mallet. All corks driven into each bottle the same distance, and absolutely no breakage.

Both machines are adjustable to take care of various sized bottles and liquids.

Send us a sample of your product or products so that we may furnish you with full information.

## Vanity Puffs

**A**NNOUNCING THE OPENING OF A NEW DEPARTMENT DEVOTED EXCLUSIVELY TO THE PRODUCTION OF VANITY PUFFS, CATERING TO TRADE WHO DEMAND QUALITY, SERVICE AND PRICE.

**OUR MOTTO:**

QUALITY the BEST.  
SERVICE PROMPT.  
PRICES the LOWEST.

**SEND US YOUR INQUIRIES**

KNICKERBOCKER MFG. CO.,  
269 CANAL STREET, NEW YORK

Phones: CANAL 0934 and 8492

Cable Address: NICKDOLLCO (Bentley)

## ANY ROUND PAPER BOX



We have special facilities for manufacturing round Face Powder and Rouge boxes.

Let us estimate on your next contract.

*All boxes can be furnished with powder container*

**EUGENE K. PLUMLY**

N. E. Corner Broad and Federal Sts.

**PHILADELPHIA, PA.**

ESTABLISHED  
1840INCORPORATED  
1922

## Shipkoff's Pure Otto of Rose

Main Offices:  
Shipkoff & Co., Ltd.  
Sofia, Bulgaria

Branch Office:  
Kazanlik, Bulgaria

Model factories:  
In all main centers  
of the Rose District.

Highest Awards  
Including four Grand  
Prizes.

The test of cheapness is quality—not price. Shipkoff's Otto of Rose is the cheapest because it is the best in the market. It is absolutely pure and warranted free from any foreign matter. It is the standard brand—always uniform and one quality only—the very best. It is distilled with the greatest care, only in the very finest centers of the rose district in Bulgaria and from the choicest fresh red roses—being a perfect blend of same. The bouquet of its aroma is the richest and sweetest rose odor—without any heavy vegetable scent. For strength, richness and delicacy of true rose odor, it has never been surpassed. All high class perfumers use it exclusively. Try it and you will do likewise. Don't hesitate. Do it now.

Distributing depots: Paris, London, Hamburg and in all main perfumery centers.

Montreal Depot:  
41-43 Youville Place.

London Depot:  
5 Giltspur St.  
Newgate St.  
E. C. 1

Original packages:  
4, 8, 16, 24, 32, 40, 48,  
56, 64, 72 and 80 ozs.  
each.

### American Office

**SHIPKOFF & CO., Inc.**  
219 PEARL ST., NEW YORK, N. Y.



**Appearance Can Arouse Desire**  
THEREFORE THE DISPLAY OF A PLEASING BOX PRODUCES  
A DESIRE FOR THE GOODS IT CONTAINS.

**We Specialize in Round Face Powder Boxes**  
Write before placing your next contract.

**The Randolph Paper Box Co., Inc.**  
1307-1313 Ross St. Richmond, Va.

QUALITY is not sacrificed for price in the manufacture of our HYDROXYCITRONELLAL—100%.

Perfection of laboratory methods enables us to sell the purest and best article at a very moderate price.

Our low selling price justifies a more extensive use of this valuable material.

**A. M. TODD COMPANY**  
**KALAMAZOO MICHIGAN, U. S. A.**

*Established in 1869*

# Commonwealth Chemical Corporation

*Benzoate of  
Soda  
Coumarin*  *Benzoic Acid  
Benzaldehyde*

## Products

Finest Quality

## COUMARIN

## Large and Small Crystals

### A white and lustrous product

of rich, fragrant odor

**The MATHIESON ALKALI WORKS Inc.**  
25 WEST 43<sup>rd</sup> STREET NEW YORK CITY  
CHICAGO CHARLOTTE PROVIDENCE PHILADELPHIA

# FRIES BROS.

*Manufacturers of Aromatic Chemicals*  
**ESTABLISHED 1855**

## VANILLIN

Appearance—White needle-formed crystals

Melting Point—82° C

Ash—None

Alcohol Solubility—Readily and completely soluble

*Works:*  
 Bloomfield, N. J.

*Office:*  
 92 Reade St., New York City

*Part of Battery of Day No. 2 Pony Mixers used in the preparation of tooth paste by The Pepto-sodent Company in their plant at Chicago, Ill.*



*Made in four sizes with wood, sheet iron, blue enameled, cast iron, porcelain lined, galvanized iron, aluminum or copper cans. Motor or Pulley drive.*

### DAY Pony Mixers Solve the Mixing Problems of Large TOOTH PASTE Manufacturers

These strong efficient mixers as well as other Day equipment are also used in the manufacture of Colgate, Pomegranate, and Klynos products. Blades and can revolve in opposite directions, causing a quick and thorough mixture.

Write for Catalogue and Prices of DAY Special Machinery

**The J. H. Day Company**

New York Chicago Boston Philadelphia San Francisco Buffalo Kansas City Columbus Milwaukee Minneapolis Pittsburgh St. Louis Atlanta

**Cincinnati, Ohio**



# DOUBLE VANITY!

MANY advantages over others.

No special hinges—no rivets—nothing to get out of order!

**NEAT! SLENDER! PRACTICAL!**

All Finishes. Designs. Cut Outs.

**BOXES** hinged and slip covers, in  $1\frac{1}{2}$ ",  $2\frac{1}{4}$ " and  $2\frac{1}{2}$ ".

**LIP STICK** containers—Oval and Round.

**BASES**—aluminum and zinc for powder and rouge compacts.

Prompt deliveries.

## MAJESTIC METAL SPECIALTIES

(Majestic Machine & Tool Co., Inc.)

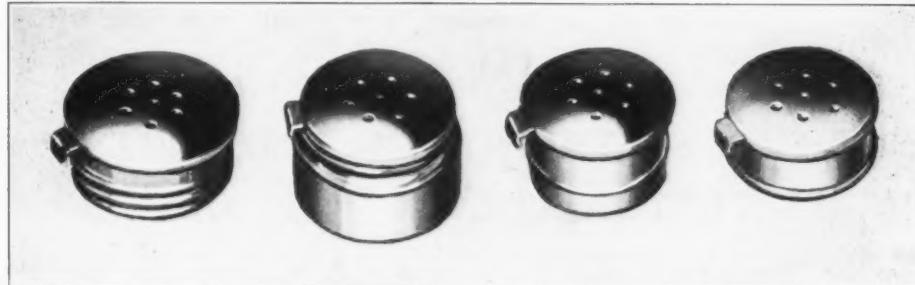
Main Office—Factory      Annex Factory—Warehouse  
197-201 Grand St.      128-138 Mott St.  
NEW YORK

Phones: Canal 8455-0988

*Samples and Quotations on Request.*



(Patent Pending)



253

287

254

255

**"Klik-Tite"—the new non-leakable  
more conveniently operated—Talcum Top**

Screw or Friction Types for Glass or Tin Containers

**Klik-Tite Cap and Container Co.**

8 West 40th Street, New York

RALPH W. WILSON, Mgr.

## PERFUMERS &amp; JEWELERS Box Co.

Incorporated 1914

214-216 West 14th Street

NEW YORK



Attractive, Well-made Boxes



OIL JASMIN SYNTHETIC  
 OIL NEROLI SYNTHETIC  
 OIL ROSE SYNTHETIC

TERPENELESS  
 OILS  
 ORANGE AND LEMON

OIL SANDALWOOD E. I.

PRODUCTS WELL WORTHY OF YOUR ATTENTION

---

# H. C. RYLAND

ESSENTIAL  
 OILS

Importer and Exporter  
 52 LAIGHT ST.  
 NEW YORK

AROMATIC  
 CHEMICALS

Chicago Office: 2704 Greenvale Avenue

# *Our Customers Share in Our Phenomenal Success*

## *Our First Year's Record*

**D**ESPITE the phenomenal growth of this company from nothing, a year ago, to its present dominating position, requiring in less than 12 months much bigger and better manufacturing facilities, we have never lost sight of our ideal: Quality and Service.

Despite the record volume of business the quality of Solar hand-made rouge and powder compacts has never deteriorated one iota. This is chiefly responsible for the great success our customers have had in handling our products.



*FIRST QUARTER*



*SECOND QUARTER*



*THIRD QUARTER*



*FOURTH QUARTER*

*Quality Inspires Our Growth  
Service Maintains It!*

**SOLAR  
LABORATORIES, Inc.**

435 East 24th Street  
New York, N. Y.

# *The Most Practical Vanity—*

Our New Vanity



Note these sales features in our new vanity:

Double vanity—thin as a single  
Single full sized mirror  
Large powder compact  
Two powder puffs  
Patented snap lock  
Made in 2 and 2½ in. sizes.  
Write for full information.

Watch for the illustration in our August insert  
of our new Spring Double Box—Something  
wonderful.



Pallas Mfg. Co., Inc.

Mott Haven 4254

459-463 E. 133d St.  
NEW YORK

One of our Popular Creations

## IMPORTERS AND GRINDERS

Prime LEE MOOR, Bolted Grade of  
ENGLISH CHINA CLAY (KAOLIN)

Foreign— **TALC**—Domestic

FULLER'S EARTH (Genuine English)

INFUSORIAL EARTH  
PRECIPITATED CHALK  
PREPARED CHALK

STEARATE OF ZINC  
PARIS WHITE  
WHITING—All Grades

## HAMMILL & GILLESPIE, INC.

Founded A. D. 1848.

240 and 242 FRONT ST., NEW YORK

*Chicago Representatives*

A. C. DRURY & CO.

420 Rush St.

Telephone Central 2349

# Alexander Compact Rouge Machine

Perfumery and Toilet Preparation  
Formulas

Furnished at Moderate Cost

### SPECIALTIES

Perfume Extracts

Toilet Waters

Liquid Soap

Shaving Cream

Cosmetics, Creams

Mud Treatment

Hair and Scalp Preparations

Pharmaceuticals

Compact Rouge and Powder

Face Powders

(Hand and Machine Made)

Lip Sticks

Other Formulas Created to Order

*for Making Any Sized  
Compact—*

has stood the acid test of time

MAKE YOUR OWN  
COMPACTS

and save the large Profits  
you pay others—

*For Yourself*

Manufacturing Formulas fur-  
nished to purchasers and every  
machine is guaranteed to pro-  
duce perfect compacts. Let us  
give you some FACTS.



*Consulting Service on Yearly Contract*

**A. ALEXANDER** 1123 Broadway New York

Telephone Watkins 9181

# PURE and DENATURED ALCOHOL

*For Manufacturing, Industrial,  
Scientific and Technical Purposes*

**U. S. INDUSTRIAL ALCOHOL CO.**

*Largest Producers in the World*

Executive Offices: 110 E. 42nd Street, New York

*Sales Offices and Distributing Warehouses*

New York	Philadelphia	Chicago	Kansas City, Mo.	St. Paul, Minn.	Cleveland	Cincinnati
Baltimore	Boston	St. Louis	New Orleans	Pittsburgh	Detroit	Peoria, Ill.

For Toilet Powders

**PLYMOUTH STEARATES**

*of*

**ZINC—MAGNESIA—ALUMINUM—CALCIUM**  
**ZINC OXIDE—JAVA RICE STARCH**

For Toilet Creams

**PLYMOUTH REFINERY PRODUCTS**

**COLD CREAM OILS—PETROLATUMS**

**IMPORTED STEARIC ACID**

**SUN BLEACHED WAX—CERESENE WAX—PARAFFINES**

**Exports—M. W. PARSONS—Imports**

Plymouth Organic Laboratories

*and*

New York

**GLOBE COLLAPSIBLE TUBE**  
**CORPORATION**  
**401-405 JEFFERSON ST., HOBOKEN, N.J.**

*Plain*

*Decorated*

*"Identified by their Beauty of Design and Workmanship."*

*"The Tube of Mechanical Perfection"*

MANUFACTURERS OF  
 PURE TIN AND LEAD-ALLOY COLLAPSIBLE TUBES

**DRAGO**  
  
 PRODUCT

TRADE MARK  
 REGD. U. S. PAT. OFFICE

**Embossed Labels  
 and Seals**

*for*

**Toilet Preparations**

*In all colors and combinations  
 and non-tarnishing gold*

• ♀

**Manufacturers of**  
**Wax Paper, Paper Specialties, Glassine**  
**Paper Bags and Bottle Caps**

• ♀

**DRAGON PAPER MFG. COMPANY, Inc.**  
**484-506 Van Alst Ave., Long Island City, N. Y.**  
*Phone: Astoria 3102*





ECCO OILS  
1898

## EVERGREEN CHEMICAL CO.

Blenders of Conc Flower Oils and Colors

Established 1898

9 CHURCH ST., NEW YORK

Try these few, Extra Quality and Value.

FOR  
FACE POWDER  
Bouquet No. 1000  
French Type—  
\$30 lb.

FOR LILAC WATER  
like the imported.  
Lilas Vegetal—  
lb. \$16.  
1 oz. to gallon  
65% Alcohol

FOR  
COLD CREAM  
Rose "E," lb. \$25.  
4 oz. to 100 lbs.  
A Cream "Seller"  
and Advertiser.

QUININE "F"  
OIL  
lb. \$7. Guaranteed  
to produce odor  
of the imported.

Full assortment of odors, various grades, for Creams, Face and Talcum Powders, and all Toilet Preparations.

We are Headquarters for

### Blended Conc Flower Oils

Booklet of Toilet Formulae, and complete price list on application; also if you have any difficulties to overcome, write us, we may be able to assist you. No obligations.

ECCO OILS



## For Face Powders---

### Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen.

### Stearate of Zinc

Odorless. Impalpable. Pure White. Water-Resisting. Great Adhesiveness. Light or Heavy as desired.

We are manufacturing the foregoing on a large scale. At present our output is 100 barrels daily. Deliveries in any quantity from one barrel to a carload. Prompt shipments.

WRITE FOR SAMPLES AND PRICES.

## FRANKS' CHEMICAL PRODUCTS COMPANY

55 Thirty-Third Street

BROOKLYN, N. Y.

Office and Laboratories  
Bush Terminal Building  
No. 9



## Artist-Perfumers Approve C. P. 96% Alcohol

There are certain leaders in the art of perfuming. They are known as leaders by their fellows; their skill is envied; their creations are those of artists.

Our 96% Alcohol has the approval of a number of these truly great authorities. They use it in their perfumes because it is absolutely neutral and odorless, free from aldehydes, fusel oil and all other congeners of ordinary alcohol; because it offers the greatest possible protection against deterioration; because their products must win the approval of the discriminating few.

Such acceptance, it seems to us, establishes beyond question the superiority of C. P. 96% Alcohol over ordinary cologne spirits.

And we wonder whether better results might not attend the energetic sales campaigns of some perfumers if they were accompanied by a better product. Sales costs are very high these days. The public is increasingly critical. The era of "all selling" appears to be passing. Perhaps we are returning to the plain, old-fashioned manufacturing viewpoint which placed greatest emphasis upon the making of a really superior product.

We will gladly supply samples of C. P. 96% Alcohol to any perfumer who wishes to experiment with it, and our research laboratories will cooperate with him in any way he desires.

### U. S. INDUSTRIAL CHEMICAL CO.

Executive Offices: 110 E. 42nd St., New York

#### Sales Offices and Warehouses

BALTIMORE	BUFFALO	CINCINNATI	DETROIT	NEW ORLEANS	PHILADELPHIA
SO. BALTIMORE	4th & PENNA. AVE.	4609 EASTERN AVE.	UNION TRUST BLDG.	MAISON BLANCHE BLDG.	141 N. FRONT ST.
BOSTON	CHICAGO	CLEVELAND	KANSAS CITY	NEWARK	PITTSBURGH
99 BROAD ST.	3652-54 ARCHER AVENUE	KIRBY BUILDING	1409 W. 10th ST.	238 WILSON AVE.	BESSEMER BLDG.

# ORIENTAL ODORS

Suggesting all the romantic charm and mystery of the East.

**NUIT D'ARABIE**, lb. .... \$36.00

A fitting perfume for Scheherazade and the telling of her many tales.

**FLEURS D'INDIE**, lb. .... \$48.00

Typically eastern, but with a flowery touch which completely relieves it of all sombreness.

**ORIENTAL ROSE**, lb. .... \$36.00

**ZEPHYR OF SPRING**, lb. .... \$36.00

**BOUQUET INCENSE**, lb. .... 24.00

**ORIENTAL BREEZE**, lb. .... 24.00

All strictly high-class compositions of oriental type, concentrated in the highest degree. We have many others.

*Send for Samples*

## UNITED LABORATORIES

Perfume Bases, Natural and Synthetic Materials for Perfumers and Toilet Goods Manufacturers.

As Consulting Chemists, our many years of actual manufacturing experience are at your service.

**15 South William Street**

**New York, N. Y.**

*Western Representatives:*

**F. H. HOLMAN & CO.**

186 No. La Salle St., Chicago, Ill.



# VICTOR COLLAPSIBLE TUBES

## ARE A FACTOR

*The beauty of a Victor Tube is a factor in drawing the initial sale for your product — its mechanical perfection is a factor in the sales that follow.*

### WITHOUT CHARGE

We will make up a model for you in the form and colors of the finished tube—an actual tube (patented) designed to attract and to sell. And should you favor us with your order, you will agree that no tube could be made better, mechanically or artistically.

VICTOR METAL PRODUCTS CORP', 188 DIAMOND STREET, BROOKLYN, N. Y.

# BUTYRIC ETHER

(ETHYL BUTYRATE)

Butyl Butyrate  
Oenanthic Ether

Butyric Acid, C. P.  
Formic Ether

ESTABLISHED 1882

# THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

WAUWATOSA

WISCONSIN

## Cut Down Operating Costs With the HALLER

More efficient production means more profits.

Haller automatic rotary and bench filling machines materially reduce operating costs and at the same time increase the volume and uniformity of output.

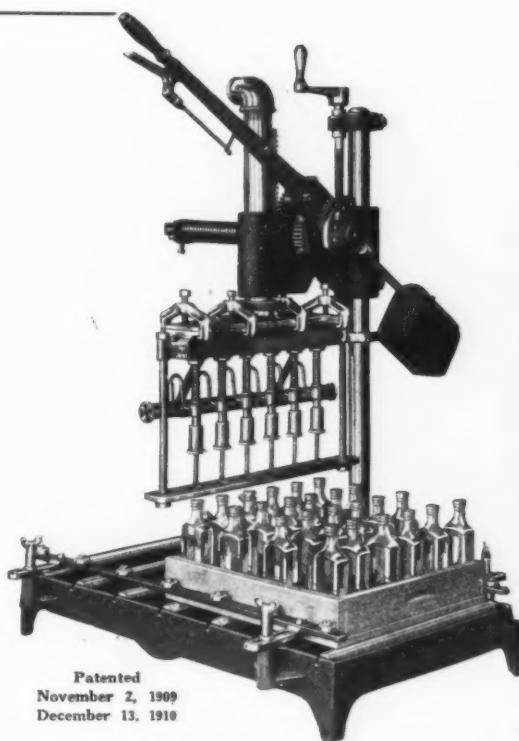
No matter what your output is, we can reduce your operating costs.

Write for full information.

*This cut shows our improved Six Tube Bench Filler for Any Size and Shape Bottles.*

**McKenna Brass & Mfg. Co., Inc.**

First Avenue, Ross and Water Streets  
Pittsburgh, Penna., U. S. A.



## GATTEFOSSÉ PRODUCTS

### SOME SPECIALTIES WORTHY OF YOUR CONSIDERATION

**ESSENCE OF PEPPERMINT (80% MENTHOL).....\$5.25 per lb.**

30% Stronger than U. S. P.—Just that much more economical

**TAYLOR NEGRITA (SYNTHETIC).....\$14.25 per lb.**

A wonderfully true Narcissus

**HEATHER OF ANNAM—(Something Entirely New)**

An ideal dilutent of sweet fragrance for mixing with Lavender-Sage Thyme-Rosemary-Origan Hysop-Coriander in Soap Making to Reduce cost.

**SOCIÉTÉ FRANÇAISE DE PRODUITS AROMATIQUES**

Sole Agents for United States & Canada:  
COIGNET CHEMICAL PRODUCTS CO., INC.  
17 State Street, New York City



# SCOVILL CAN TOPS of BRASS

THE same high quality which is characteristic of our vanity boxes, lip stick and metal containers is found in our can tops. The use of carefully selected brass made in our own mills—combined with fine craftsmanship and accurate tool maintenance have made our products second to none in appearance and workmanship. We have on hand tools and dies for many of the standard can tops.

May we quote on your next requirement?

**BRASS MILL PRODUCTS — MANUFACTURED GOODS TO ORDER**

MILLS and FACTORIES:  
WATERBURY, CONN.



#### SALES OFFICES

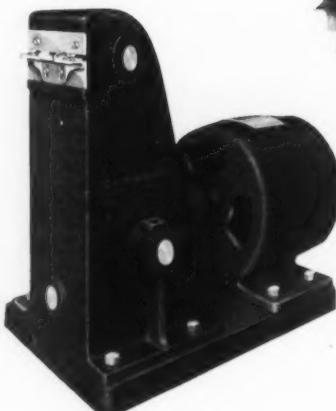
New York—280 Broadway  
Chicago—224 W. Lake Street  
Boston—10 High Street  
Cleveland—Leader News Bldg.  
Phila.—Pennsylvania Bldg.  
San Francisco—Rialto Bldg.

## HAND TUBE FILLER



No. 6-A      Diameter 14"  
                 Height 29"  
                 Capacity  
                 5 Gallons  
                 Weight  
                 85 Lbs.

HOT WATER  
BASE  
Fills from 15  
to 20 Tubes  
per Minute  
Tubes  $\frac{3}{8}$  to  
 $1\frac{1}{8}$ " Diameter



## Electric Driven Power Crimping Machines



**HAND TUBE  
FOLDER**

Folds from 0 to 8  
clips. Weight, 5 lbs.

No. of Clp. Diam. of Tube

1	1/2
2	5/8
3	3/4
3A	7/8
4	1
4A	1 1/8
5	1 1/4
6	1 1/2
7	1 3/4

**THE CLIP THAT DOES NOT  
CUT THE TUBE**

Use Clip Numbers when  
ordering From 0 to 8  
carried in stock  
Larger sizes furnished  
promptly

## Tube, Jar or Powder Labor Saving Filling Machinery

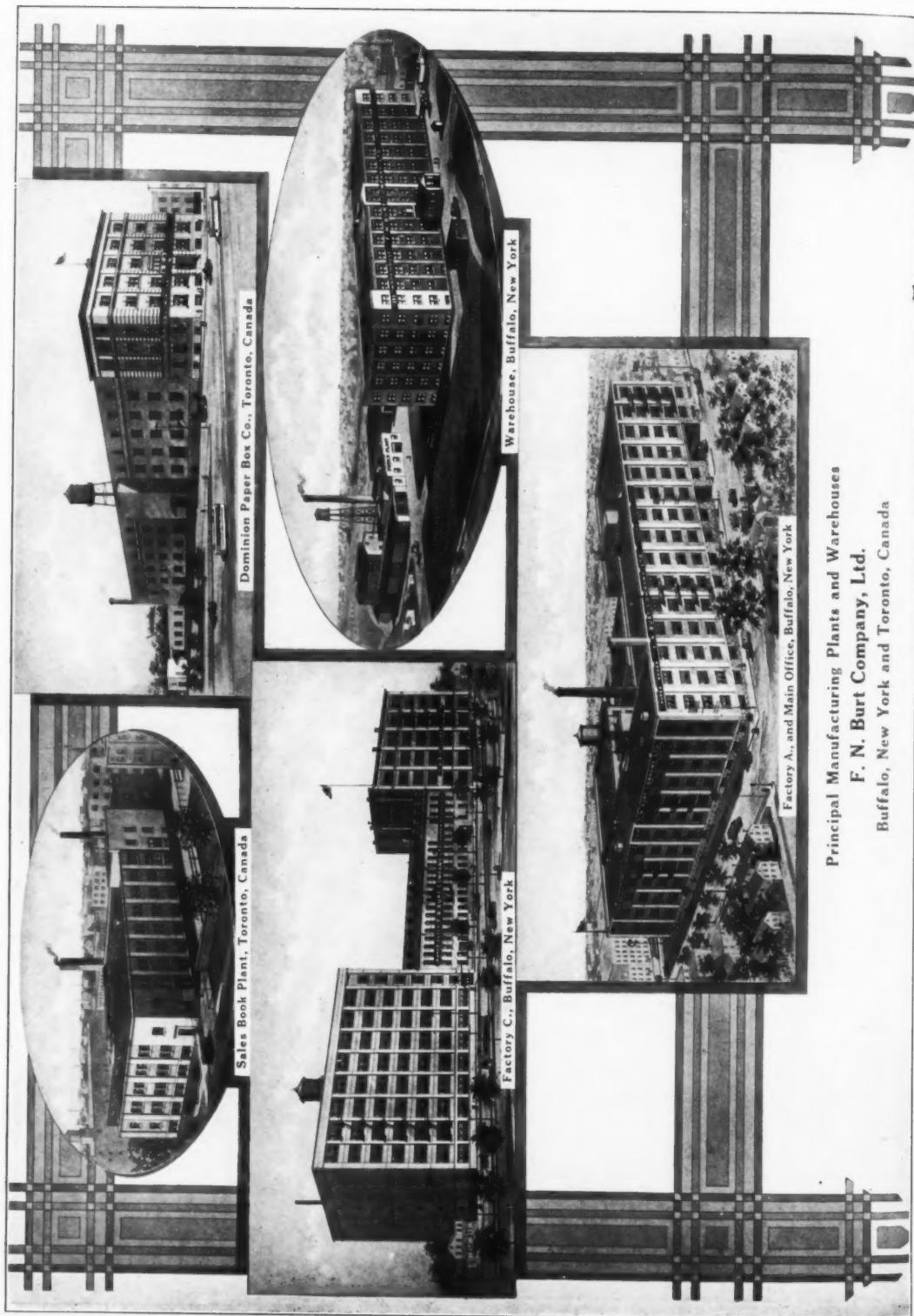
Send for catalog of full line of hand and power equipment.

## **GEORGE G. RODGERS, Springfield, Ohio**

**F·N·Burt Company Ltd.**  
SPECIALISTS IN  
**Small, Fine  
Paper Boxes**



*MAIN OFFICE,  
540 SENECA STREET,  
BUFFALO, N. Y.*



# *Nature Cannot Be Improved Upon*

Soft downy lamb's wool, just as Nature made it, is the ideal material for Milady's powder puff. Specially treated and sterilized on the leather for powder puff purposes, our Naturelle puffs are flexible, soft and practically everlasting. They have powder-carrying qualities possessed by no other puff. Made in various color silk backings to harmonize with your package, they lend the finishing touch.

Samples and quotations on request.

*Capacity 950 gross per day*

**Valmont Manufacturing Co.**

INCORPORATED

35 York Street

Brooklyn, N. Y.



## No. 8 Paste Mixer —MOTOR DRIVE—

**E**SPECIALLY adapted for the mixing of Tooth Paste, Toilet Creams, Paints, Ink and various materials in Paste Form.

All gears are machine cut and substantially guarded.

Send for our catalogue fully illustrating our full line.

**Arthur Colton Company**

MANUFACTURERS OF PHARMACEUTICAL MACHINERY

2604 East Jefferson Avenue, Detroit, Mich.

# —FIXATIVE OTTO C. P.—

\$28.00 per pound

1.85 per ounce

Recently this famous Fixative was placed in competition with five other Fixatives. One of these five Fixatives had been used by the concern experimenting for a number of years and had always given satisfactory results but, endeavoring to improve their products and obtain better results, exhaustive experiments were carried on with the result that of the five Fixatives Fixative Otto C. P. proved by rigid tests that it would do more than the other five and *cost less*.

Fixative Otto C. P. is giving the same results to so many other manufacturers that we feel sure that if you would experiment with this product, your result would prove most profitable.

*Write us about it.*

“THE USE TEST IS THE ONLY TEST”

## COMPAGNIE PARENTO, Inc.

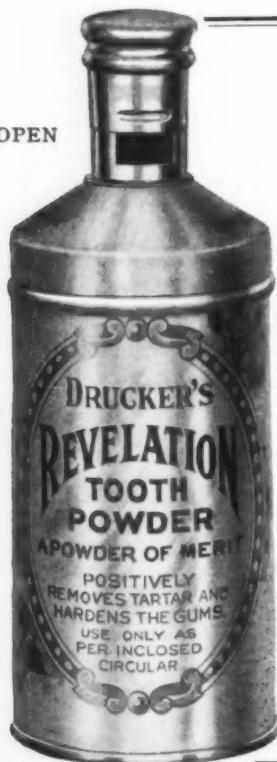
NATURAL AND SYNTHETIC RAW MATERIALS FOR THE PERFUME AND SOAP MANUFACTURER

General Offices  
505 Fifth Avenue  
NEW YORK CITY  
Tel. Vanderbilt 8564

WORKS  
CROTON-ON-HUDSON  
New York  
Tel. Croton 141

Western Office  
410 So. Michigan Ave.  
CHICAGO, ILL.  
Tel. Harrison 7207

OPEN



CLOSED



To retain, and even *improve* your business in tooth-powder, in the face of tooth paste popularity, it is necessary to *modernize* the package.

Write for sample.

### Telescope Top for Tooth Powder Cans

Designers and manufacturers of Sheet Metal Specialties—such as caps for talcum and tooth-powder cans and jars in Brass—Polished Nickel Plated, etc.—and other metals.

**BRASS GOODS MFG. CO.**

345 ELDERT ST., BROOKLYN, N. Y.

# Nothing Could Be Fairer



"WE want you to give us a trial order for Merveille vanity puffs," said one of our salesmen to a manufacturer of toilet preparations.

"Why should I?" was the prompt reply.

Nothing could be fairer than such a question. But it was answered then and there to the manufacturer's satisfaction—we showed him the care taken in the selection of the best raw materials, the exacting workmanship, the pains taken to meet each customer's particular needs and the repeat orders we receive.

We can answer the same question to *your* satisfaction. But you must first give us the opportunity.

It is a short story, but with it goes the evidence of why more and more manufacturers are giving us their business.

*Also*—Those who have tried the "just as good" lipsticks, eyebrow pencils and cosmetique now demand our products.



## Merveille Puff & Cosmetic Co.

58 West 38th Street

Phone: Fitzroy 2498      New York, N. Y.

MONARCH QUALITY

Superior Paper  
BOXES  
*for*  
Toilet  
Preparations

MONARCH - NUSBAUM  
PAPER BOX CO. INC.  
BUFFALO, N.Y.

Sales Offices

Chicago, Ill.      New York City  
186 N. LaSalle St.      51 E. 42nd. St.  
J. K. McBrady      Paul Sundheimer



IT'S unthinkable, of course. But the family cream jar is still around.

The right way, the clean way, the sanitary way, is the tube way—  
and the **better** tube way is with the Peerless Tube.

**PEERLESS TUBE COMPANY**

48 Locust Avenue,

Bloomfield, New Jersey

*Now is the right time to compare the flower blossom with the effect obtained in your products by the use of our*

# CARNATION NATURE'S COPY

For perfumes, powders, creams, soaps, etc.  
ranging in price from \$6.00 to \$25.00 lb.

*Ask for samples indicating the intended use*

Polak's Frutal Works, Inc.  
180 Lafayette St.  
New York City (Canal 4160)

**DIETHYL PHTHALATE  
C. P.**

Denaturing Quality. Specify our product for your 39B alcohol.

BASIC MATERIALS  
FOR FLAVORING  
EXTRACT MANUFACTURERS  
ALDEHYDES  
KETONES  
FRUIT ESTERS

Consult our Research Dept. about your flavoring problems.

**METHYL ANTHRANILATE C. P.**

100% Crystals

Why pay an excessive duty on imported Coal Tar Products?

# FLORASYNTH LABORATORIES, INC.

MANUFACTURING CHEMISTS  
EXECUTIVE OFFICES AND WORKS  
UNIONPORT, NEW YORK

**ISO BUTYL INDOL**  
A Powerful Organic Product  
A Fixative of Quality  
WILL NOT DISCOLOR



**BENZYL ACETATE C. P.**  
Of finest quality and flowery character.

## The Lorscheider-Schang Company

45 ANDREWS ST., ROCHESTER, N. Y. 1133 BROADWAY, NEW YORK CITY



Originators, Designers  
and Specialists

IN THE  
Highest Grade  
Boxes

FOR  
Complexion Powders,  
Perfumery and  
Toilet Articles

Quality  
Quality  
Quality  
and  
Service  
Service  
Service

**OXZYN COMPANY**

154—11th Ave.

New York City

*Originators of NATURAL ROUGE for  
Brunettes, Blondes and Olivettes.*

Lip Rouge :: Cosmetique :: Eye Brow Pencils

**THEODOR LEONHARD WAX CO., Inc.**

Haledon, Paterson, N. J.

ESTABLISHED 1852



*Specialties*

Pure White Sun Bleached Beeswax  
Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun  
Bleached Beeswax. Guaranteed un-  
der Food and Drug Act, June 30, 1906.  
Serial No. 4068.

*Write for samples*

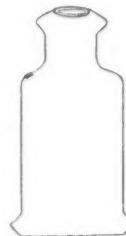
Long Distance Tel. Lambert 8183

**VANILLA  
BEANS**

THURSTON & BRAIDICH

27 CLIFF STREET  
NEW YORK

*One of Our  
Latest Patterns*



When in need of something  
different for your particular cus-  
tomers, write us for samples and  
prices. Any pattern you desire  
made to order.

**GLASS PRODUCTS CO.**  
VINELAND, N. J.



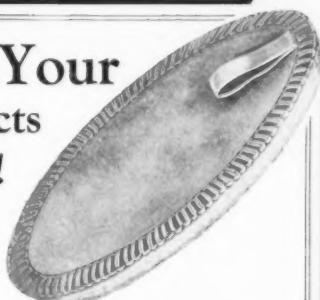
**REPEAT ORDERS**  
FOR OUR STOCK LABELS  
TELL THE TALE!  
ENGRAVED LETTERING GIVES  
THAT DISTINCTIVE LOOK

LABELS IN STOCK FOR  
HAIR TONIC SHAMPOO  
TOILET WATER CREAMS  
BANDOLINE COSMETICS  
PERFUMES EXTRACTS  
TALCUM POWDER WRAPS  
SACHET ENV.

SEND FOR OUR CATALOGUE OF  
STOCK PERFUMERY LABELS

**THE JARDEN LITHO. CO.**  
308-312 N. 10<sup>TH</sup> ST. PHILA., PA.

## Make Your Compacts Repeat!



**R**EPEAT" business comes from quality. Your compacts contain quality articles. They look quality. Then why not complete them with quality powder puffs?

Espiem all Lambs' Wool or Eider Down puffs come with tops of Chamois or high lustre Satin, in pink, blue or gold. Your name or trademark stamped on Satin ribbon. Well sewed—attractively finished.

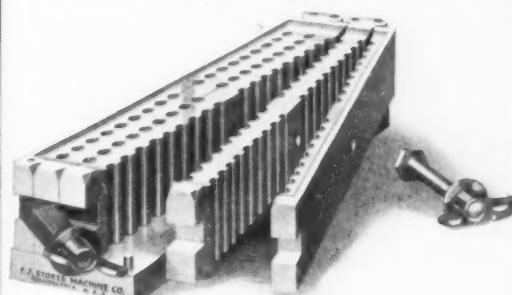
They cost no more—but will make women ask for your compacts by name.—Send for Samples.

*Rock Bottom Prices*

**The ESPIEM COMPANY**  
*Manufacturers of Quality Powder Puffs*

153 West 15th Street New York

## STOKES ALUMINUM MOLDS



make perfect

**EYEBROW PENCILS**

and

**LIP STICKS**

*Write for information and prices*

PERCOLATORS  
WATER STILLS  
TUBE FILLERS

POWDER FILLERS  
BOTTLE WASHERS  
CREAM MIXERS

**F. J. STOKES MACHINE CO.**  
6112 Tabor Road, Olney P.O., Philadelphia

BETTER MADE

**PUFFS**

for

COMPACTS

at a

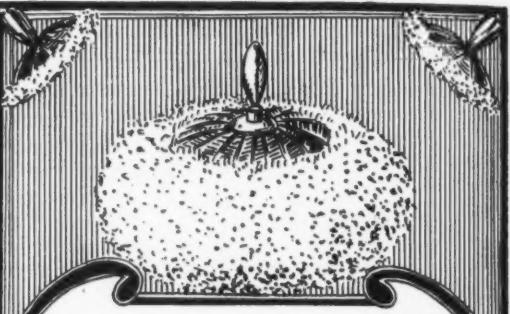
Lower Price



*May we not have the opportunity  
of proving it to you*



**Furlager Manufacturing Co.**  
67 EAST 8TH STREET NEW YORK



**Swan Down Powder Puffs**  
(ALL STYLES)

**Vanity Wool Rouge Puffs**  
about  $1\frac{1}{2}$ " in diameter

ROLFT puffs—their exquisite appearance and quality will help the sale of your compact.

**AMECOUSEMA AMERICAN TRADING HOUSE**  
25 Rue St. Augustin, Paris (2) France.  
Cables: "AMECOUSEMA PARIS."  
All codes.

**CLARENCE**  
**MORGAN**  
**& COMPANY**

We are representatives in the Middle West for the Belgian Trading Co., Inc., which recently acquired The Essential Oil Co., of Trenton, N. J., world's largest manufacturers of

**TERPINEOL**

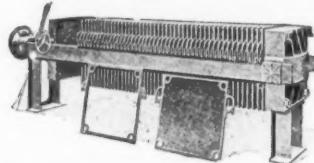
FULL STOCKS ARE CARRIED

355 W. ONTARIO ST.  
**CHICAGO**  
SUPERIOR 8870

**Liquid Soap**  
as clear as a crystal

is assured by filtering your liquid soap thru a

**SHRIVER**  
**Filter Press**



The Shriner method is quicker, more economical and increases production.

If you are desirous of learning more about the filtration of liquid soap by means of a filter press—write us. We maintain a Service Bureau for just such a purpose.

**T. SHRIVER & CO.**  
890 Hamilton St., Harrison, N. J.

*The filter cloth used is just as important as the filter press. We are in a position to supply filter paper or filter cloth, especially woven for filter press work, at very close prices. Ask us to quote on your filter cloth requirements.*

# HENDERSON LABELS



(TRADE MARK)



No. 925  
\$4.00 per  
1000

*The attached are a few representative numbers from our line of Stock Perfume and Toilet Preparation Labels. We will be pleased to send our complete Sample Line, which consists of an extensive assortment of styles and designs for \$2.00. This amount to be credited on receipt of your order. Additional information on request.*

THE HENDERSON LITHOGRAPHING CO., CINCINNATI, OHIO, U.S.A.

OUR SAMPLES ARE NOW CONVENIENTLY PLACED IN BOOK FORM.  
WRITE FOR THIS ELABORATE AND EXCLUSIVE LINE.

MADE IN U.S.A.



**A** MODERN plant and organization, equipped with up-to-date machinery and advanced methods find us ideally fitted for the production, lithographically, of an unsurpassed quality of exquisite labels and package dressings for perfume, toilet preparations, soap and kindred lines.

The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.



## The Henderson Lithographing Company

Station H, Cincinnati, Ohio, U. S. A.

## THE TWITCHELL PROCESS

THE STANDARD METHOD OF  
DEGLYCERINIZING  
THROUGHOUT THE WORLD

### Kontakt Saponifier

FOR HIGH GRADE FATS

### Kontakt D. P. Saponifier

FOR LOW GRADE FATS

*The Twitchell Process Co.*

CINCINNATI, OHIO

## ROUGE and FACE POWDER COMPACTS

Lip Sticks, Nail Polish  
Cosmetique, Eyebrow Pencils



**ABONITA COMPANY, Inc.**

134 S. Clinton St.

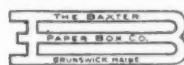
Chicago

*Compact Specialists*

PRIVATE BRANDS EXCLUSIVELY  
PROMPT SERVICE—IMMEDIATE DELIVERIES

*The Best Materials and Work-  
manship in Paper Box  
Construction*

SERVICE



QUALITY

BUY BAXTER BOXES BECAUSE BEST

General Office: Brunswick, Maine

## KNICKERBOCKER "MADE-RIGHT" SAMPLE CASES

*Bring Bigger, Better, More Orders*



*Write for Pictorial Catalog 80.*

**KNICKERBOCKER CASE COMPANY**

*Specialists and Original Designers*

224 N. Clinton Street

Chicago



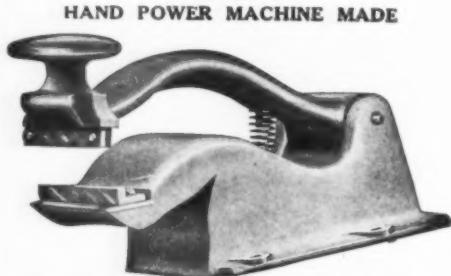
# GLASS VIALS



Automatic Machine Made, Are Uniform  
in Capacity, Corkage, Height and Width

Especially Adapted for the Perfume Trade

**KIMBLE GLASS COMPANY**  
VINELAND, N. J. CHICAGO, ILL. NEW YORK, N. Y.



THE "STANDARD" TUBE CLOSING MACHINE

THE BEST  
HAND POWER MACHINE MADE

# COLLAPSIBLE TUBES

(ALL SIZES)

Plain and Decorated

Special Tubes for Catarrh and Eye Remedies, Pile Pipes, etc.

**STANDARD SPECIALTY AND TUBE CO.**

NEW BRIGHTON, PA.



Seals of  
Refinement



Our samples will interest you  
Our prices will surprise you

WRITE FOR BOTH

JOHN HORN .. 837-839 10th Ave., New York

Shampoo  
Base

Sparkling Clear - Firm and Concentrated  
make your own colored shampoo from  
the coloring matter we furnish gratis.

Shampoo Syrup - Liquid Soaps - U.S.P. Green Soap  
CLIFTON CHEMICAL CO. CLIFTON BLDG. 246 FRONT ST. N.Y.C.

## Headquarters

Beeswax

Witch Hazel

Stearate of Zinc

Magnesia Carbonate

*Inquiries solicited.*

## A.C. Drury & Co.

*Waxes, Gums, Heavy Chemicals,  
Drugs, Essential Oils etc.*

420 Rush Street  
Chicago, Illinois

## INDUSTRIAL AROMATIC CO.

4020 Tenth Ave., N.Y. City

*Manufacturers of  
TERPENELESS OILS  
ISOLATES  
SYNTHETICS  
For the Trade*

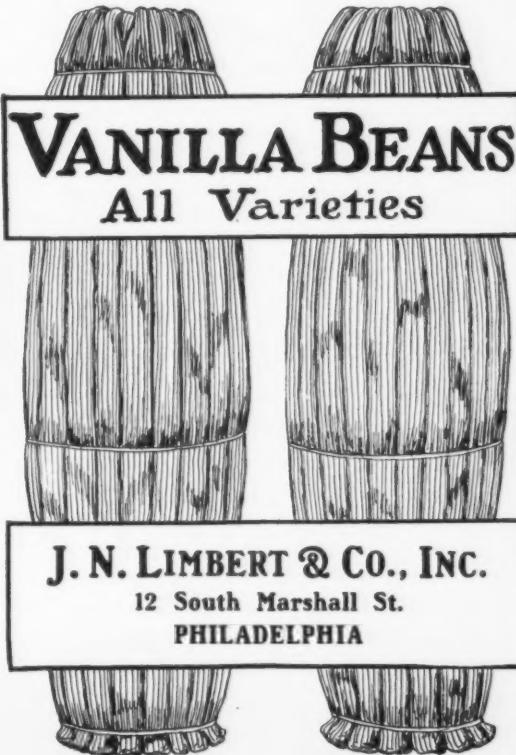
## LINALOOL

### STOCK LABELS for TOILET PREPARATIONS



SAMPLES SENT  
ON REQUEST

THE QUALITY LABEL COMPANY  
120 WEST 32nd STREET  
NEW YORK



**HEMINWAY SILKS**

*An Exquisite Final Touch!*

MUCH of the attention and sales-value of toilet products depends on their artistic appearance. Note the final touch of richness that The Melba Mfg. Co. have added to their product (here illustrated), by tying it with Heminway Package Silks. Made to match any shade of packing; for general use as well as for perfumes. Samples of five different qualities gladly sent on request.

THE H.K.H. SILK COMPANY of N. Y., Inc.  
120 E. 16th Street, N. Y. City  
Dept. T

## CLASSIFIED ADVERTISEMENTS

The rate for advertisements in this section is 90c. per line per insertion. Please send check with copy. Address all communications to **PERFUMER PUB. CO., 14 Cliff St., New York.**

### BUSINESS OPPORTUNITIES

#### YOUR OWN BRAND

Toilet Preparations—French Perfumes—Imported Talc—Creams, etc. Orders for three dozen or more assorted put up for you under your own brand, name and label without extra charge. Write for list, get our special prices. Boyer International, 941 North Clark St., Chicago, or 28 Rue Feydeau, Paris, France.

PROCESS for sale: Practical methods for manufacturing hydroxycitronellal and aldehyde C. 14. Best yield guaranteed. For further particulars address B. O. No. 1117, care of this journal.

BUYER or partner for well established perfume manufacturing business. Good opportunity for experienced man. Address O. F. Eckels, P. O. Box 323, New Haven, Conn.

WANTED—250 gallon glass enamelled tank with side propeller. Address B. O. No. 1118, care of this journal.

WANTED—Job lot perfume bottles  $\frac{1}{2}$ -oz. and 1-oz. size. Address O. F. Eckels, P. O. Box 323, New Haven, Conn.

(Continued on page 126)

*Another*

**L. A. Van Dyk "Floriol"**  
Locust Blossom V. D. for greaseless cream

To the manufacturers of high quality creams I offer this fascinating Locust Odor. 4 to 6 ounces to the 100 lbs. of cream.

Trial ounce \$1.60.      Pound \$24.00.

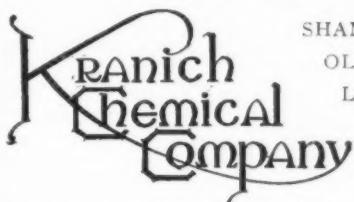
*Let me mail you a sample.*

**L. A. VAN DYK**  
Manufacturing Chemist

110 West 14th Street  
New York

1114 State - Lake Bldg.  
Chicago

## SOAP SPECIALTIES



115 NINTH ST., BROOKLYN, N. Y.

SHAMPOO BASE SOAP  
OLIVE OIL BASE SOAP  
LIQUID SHAMPOO  
SHAMPOO PASTE  
LIQUID TOILET SOAP  
WHITE FLOATING SOAP

SURGICAL GREEN SOAP U.S.P.  
SHAVING CREAM  
SOFT POTASH SOAPS  
AUTOMOBILE SOAP  
CASTILE SOAP U. S. P.  
BARS AND POWDERED

Write for Samples and Quotations

## AMOLE PRODUCTS

Have given the trade the utmost in satisfaction for nearly 40 years. Selection of the highest types in raw materials combined with formulas of long proven merit and skillful specialists enable us to supply products of a very superior quality. We invite your inquiries on any of the following in which you may be interested.

**SHAMPOO LIQUID, PASTE and BASE—LIQUID SOAP—SHAVING and TOILET SOAPS—SHAVING CREAM—FACE CREAMS**

Also a large line of especially high grade preparations for Beauty Parlors.  
All of these products can be furnished in bulk or packed in containers ready for your private brand labels.

**AMOLE SOAP CO. - - - Tippecanoe City, Ohio**  
(14 miles north of Dayton, Ohio.)

**P**APE R BOXES  
for PERFUMERS

HAND and MACHINE MADE

Distinctive Designs for  
Face Powders, Toilet  
Preparations and Perfumes.

ROBERT NEUMANN  
1401-1411 Plum St. Cincinnati, Ohio

*Let Us Expedite Your Imports and See That  
Your Classification Is Correct*

**CUSTOM HOUSE BROKERS**  
and  
**FOREIGN FREIGHT FORWARDERS**

**LO CURTO & FUNK** 1 Broadway  
New York

Telephone: Bowling Green 10268

## FANCY BOX COVER PAPER

NEW CREATIONS JUST RELEASED. SPECIAL PAPERS  
DEVELOPED FOR EXCLUSIVE USE BY YOU.

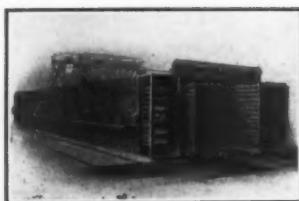
BEAUTIFUL GLASSINE IN MANY NEW DESIGNS. WRITE FOR  
SAMPLES AND GET THE NEWEST WITHOUT OBLIGATION.

**MATTHIAS & FREEMAN PAPER CO.**  
117 N. SEVENTH STREET PHILADELPHIA

(Continued from page 124)

# DRYING

## LAUNDRY BAR SOAPS



The "Proctor" Continuous Truck Dryer—a wonderfully efficient system of drying all Laundry Bar Soaps. The bars of soap on trucks are automatically run through the dryer. Perfect surface drying is obtained with the least possible loss of weight. Saves time, space and labor. Send for our catalogue.

PROCTOR & SCHWARTZ, INC.  
Formerly The Philadelphia Textile Machinery Co.,  
Philadelphia, Pa.

**"Proctor"**  
DRYERS

### SITUATIONS WANTED

SALESMAN-SALESMANAGER: Essential oils or allied line. Personal sales now run over \$200,000 annually. Expert sales letter writer. Permanent connection only considered, with well-known, old established concern. Not interested in openings paying less than \$5,000. Address S. W. No. 1126, care of this journal.

PERFUMER-CHEMIST—CHEMIST HAVING 14 YEARS' EXPERIENCE IN THE MANUFACTURE OF TOILET PREPARATIONS OF ALL SORTS, AT PRESENT EMPLOYED, SEEKS NEW CONNECTION WHERE ABILITY CAN BE USED TO THE FULL-EST EXTENT. ALL AROUND TRAINING INCLUDES PACKAGE DESIGN, SALES AND ADVERTISING. CAN TAKE FULL CHARGE OF FACTORY AND LABORATORY. PREFER MODERATE SALARY WITH BONUS COMMENSURATE WITH RESULTS. ADDRESS S. W. NO. 1124, CARE OF THIS JOURNAL.

PERFUMER-CHEMIST of wide experience, all around training, seeks new connection. Best of reasons for wanting to make change. Capable of doing all manufacturing and developing new odors as well as creating new packages and products. Address S. W. No. 1125, care of this journal.

PERFUMER, French, thirty-nine years of age, married, Christian, American citizen, speaking and writing French, Spanish and English, six years' experience with very good houses, capable of manufacturing every toilet preparation; possessing ability to select packages, desires position. Address S. W. No. 1113, care of this journal.

(Continued on page 128)

**ALCOHOL** *f*or PERFUMERS  
FLAVORING EXTRACT MFRS.  
AND MANUFACTURING CHEMISTS



Absolutely Pure, Odorless and  
Supplied in all Formulas

WILL BE PLEASED TO FURNISH SAMPLE  
OF SPECIALLY DENATURED FORMULAS ON  
REQUEST.

**THE GEORGE WIEDEMANN CO., INC.**  
**NEWPORT, KENTUCKY**

## COLLAPSIBLE TIN AND LEAD TUBES

Plain and Decorated

Sprinkler Tops, Essential Oil Cans, Screw Caps

We are not large advertisers—you get the benefit in prices

WRITE FOR SAMPLES AND PRICES

CONSOLIDATED FRUIT JAR CO.

NEW BRUNSWICK, N. J.

ESTABLISHED 1858



## HARD-WHITE-ODORLESS STEARIC ACID

MADE WHITE  
PACKED TIGHT  
DELIVERED RIGHT

Pure Stearic Acid in Convenient Size Cases  
RUB-NO-MORE CO. FORT WAYNE, IND.

## SUPERFINE SHAMPOO BASE

We have the finest Cocoanut Oil Base made for making shampoo. Complete formula with sample for the asking.

We also have a full line of White Mineral Jellies, Petrolatums, White Oils, etc. Write for samples and prices.

PENNSYLVANIA OIL COMPANY  
412-420 N. Western Ave. CHICAGO, ILLINOIS

**Tycos**

INDICATING RECORDING CONTROLLING

temperature instruments

Tycos Temperature Controls assist the operator to get uniform results at all times. The problem of controlling various boiling points of different essential oils is solved by Tycos Temperature Controls.

Let us send you a General Industrial Catalog.

*Taylor Instrument Companies*  
Rochester, N.Y. U.S.A.

There's a Tycos and Taylor temperature instrument for every purpose

351

### TUBE CLIPS FOR COLLAPSIBLE TUBES



Made of nickel zinc and will not rust. Eight sizes carried in stock for prompt delivery.

Diameter Tube—Length Clip	Diameter Tube—Length Clip
1/2 Inch..... 13/16 Inch	1 Inch..... 1 9/16 Inch
5/8 " ..... 1 "	1 1/8 " ..... 3/4 "
3/4 " ..... 1 3/16 "	1 1/4 " ..... 1 15/16 "
7/8 " ..... 1 5/8 "	1 1/2 " ..... 2 5/16 "

**THE H. C. COOK CO.**  
ANSONIA, CONN.

New York Office: 100 LAFAYETTE STREET

*(Continued from page 126)***SITUATIONS WANTED**

MANUFACTURING CHEMIST thoroughly familiar with the manufacture of pharmaceuticals, proprietaries and toilet preparations is open for engagement within commuting distance of New York. Address S. W. No. 1123, care of this journal.

PERFUMER and manufacturing chemist; pharmaceutical and chemical engineering graduate; twelve years' experience with nationally known houses, fully versed in manufacturing complete line of toilet articles, patent medicines, flavoring extracts, pharmaceuticals, etc., able to create new ideas, desires to connect with large concern. Can take complete charge of laboratories. Address in confidence. S. W. No. 1122, care of this journal.

PERFUMER, and chemist. American citizen, educated abroad, twenty years' experience, thorough knowledge of manufacture of perfumes and toilet preparations, creator of new and attractive products. Can furnish very fine references here and abroad. Speaks French, German, Spanish and English; desires position. Address S. W. No. 1114, care of this journal.

**HELP WANTED**

SALESMAN with a following among users of collapsible tubes; good proposition offered to man with established trade in this line, no others need apply. Address H. W. No. 1120, care of this journal.

REPRESENTATIVE to call on New York trade selling essential oils, synthetics and perfume compounds; salary and commission. Good opportunity to young live-wire. Pierre Lemoine et Cie., Inc., 294 Pearl St., New York City.

SALESMAN wanted for mid-west by Chicago essential oil dealers. Experienced man with good acquaintance in trade can get a good proposition. Address in absolute confidence. H. W. No. 1119, care of this journal.

SALESMAN WANTED—Experienced, established beauty parlor trade; salary and commission. State experience, references, etc., first letter. P. O. Box 87, Floral Park, N. Y.

LABORATORY ASSISTANT—A large Pennsylvania corporation manufacturing a line of toilet goods and pharmaceuticals desires an assistant for its laboratory. Applicants must be graduates of pharmaceutical college, must also have had several years of actual manufacturing experience with well known concerns. Salary to start \$2,500. Address H. W. No. 1121, care of this journal.

A well recommended toilet goods house, handling single and double compacts is seeking an A-1 reliable representative, who will take charge of the selling end to cover the trade throughout the country. The party must have good following in the trade and come well recommended. To the right man we will offer a splendid opportunity. Address H. W. No. 1127, care of this journal.

Manufacturer of high-grade synthetic flower oils and perfume bases desires experienced salesman or agent for city and out of town. Address H. W. No. 1128, care of this journal.



# FOREIGN—**TALC**—DOMESTIC

KAOLIN  
ZINC OXIDE  
MAGNESIA CARBONATE

SOAP POWDER  
ZINC STEARATE  
PREPARED CHALK

## **PRECIPITATED CHALK**

Light, Medium, Heavy, Dense and Free Flowing

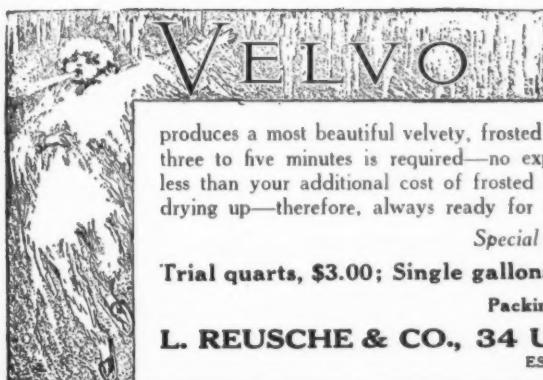
STARCH

INFUSORIAL EARTH

**WHITTAKER, CLARK & DANIELS, INC.**  
IMPORTERS AND EXPORTERS

245 Front St.

New York



## FROSTING LIQUID

produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles—process is absolutely non-hazardous and no drying up—therefore, always ready for use.

Special prices on contract.

Trial quarts, \$3.00; Single gallons, \$7.50; 10 gallons or more, per gal., \$6.00

Packing Charges Extra.

L. REUSCHE & CO., 34 Union Square East, New York City  
EST. 1881

## ROSE CENTIFOLIA \$36.00 LB.

A MASTER PRODUCT—RED ROSE TYPE—LET US SEND YOU A SAMPLE.

EAU DE QUININE RIVIERA \$10.00 LB.  
FRENCH TYPE—POSSESSING THE FLOWERY FRAGRANCE SO MUCH LOOKED FOR.

EAU DE QUININE COLOR WILL NOT FADE—DRY FORM \$10 LB.  
WILL NOT STAIN—LIQUID FORM \$8 GAL.

LILAC "P" \$6.00 LB. THE GREATEST VALUE EVER OFFERED FOR  
THE PRICE FOR CREAMS, TOILET WATER, ETC.

ORIENTAL BOUQUET \$12.00 LB. A NEW POWERFUL  
ORIENTAL TYPE ODOR

RIVIERA PRODUCTS CO., 27 W. ILLINOIS, CHICAGO

DEALERS AND MANUFACTURERS' AGTS. IN ESS. OILS. COLORS, LANOLIN, BEESWAX, FILTER PAPER, ETC.

## We Make a Specialty of These Soaps

UNIFORMITY of your LIQUID TOILET  
SOAP and SHAMPOO will enable you to in-  
crease your business.

BUCKEYE BASE SOAP will produce a liquid  
soap or shampoo that will be uniform in every  
respect. An exacting chemical analysis insures  
the uniform composition of these soaps.

WRITE FOR SAMPLES AND PRICES

LIQUID SHAMPOO  
SHAMPOO BASE SOAP  
SHAMPOO PASTE  
LIQUID TOILET SOAP  
TOILET BASE SOAP  
SURGICAL GREEN SOAP

THE DAVIES-YOUNG SOAP COMPANY  
DAYTON, OHIO

Donald M. Smith, President.

## Bristol Industries, Inc.

MANUFACTURERS SALES AGENTS

for

Peerless Tube Co.—Collapsible Tin Tubes (Plain and decorated)

E. N. Rowell Co.—Fine Paper Boxes.

J. M. Raffel Co.—Corrugated Fibre Shipping Cases.

Bishop Calculating Recorder (Calculating Recorder  
for Factory Cost Keeping).

Room 805      42 Park Row, New York, N. Y.  
Telephone Cortlandt 1574-5

## THE All Milk Rolling Massage Cream

also

## Cold Cream and Greaseless Cream

Fine Quality—Better Price

Send for price list.

AMERICAN PERFUMERY CO.  
188 Grand St.      New York, N. Y.

## For Toilet Preparations and Cosmetics



THE QUALITY WHITE MINERAL OIL

### Absolutely Colorless, Tasteless and Odorless

Our representative will call on request

*address only*

CHEMICAL PRODUCTS DIVISION  
STANDARD OIL COMPANY (NEW JERSEY)  
7 HANOVER SQUARE, NEW YORK



### HARRAL SOAP COMPANY, Inc.

132 TO 136 HAVEMEYER STREET

246 TO 250 SO. FIRST STREET

BROOKLYN, N. Y.

SHAMPOO BASE  
LIQUID SHAMPOO  
LIQUID TOILET SOAP  
SURGICAL GREEN SOAP  
SHAMPOO PASTE

POWDERED SOAP  
U. S. P. CASTILE BARS &  
POWDERED  
SHAVING POWDER & CREAM  
TOILET AND BATH SOAPS

# Dennison's



Seals that sell!

DENNISON manufactures the very finest seals for Perfumers—for such seals help to sell the product. Note the Marshall Field seal.

Write for free samples. Gladly mailed you. Address, Dept. 7AP, Dennison Mfg. Company, Framingham, Mass.

*Established 1835*

### Webb's Alcohol Warranted U. S. P. 190 Proof

COLOGNE SPIRITS

Denatured Alcohol—All Formulas

**James A. Webb & Son**

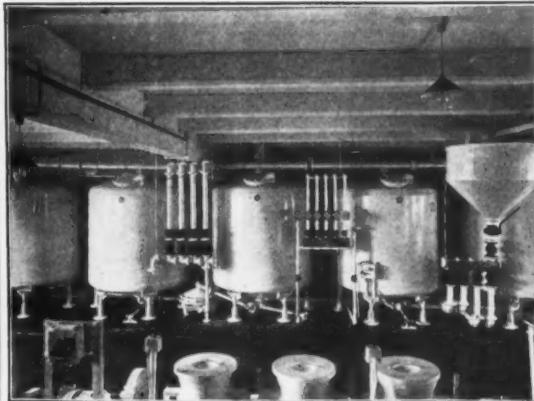
INCORPORATED

110 East 42nd Street  
Phone—Vanderbilt 3600

N. Y. City

## INDEX TO ADVERTISEMENTS

Abonita Co., Inc.	121	Comfort Mfg. Co.	134	Gair Co., Robert.	63
Addison Litho Co.	13	Commercial Labys, Inc.	61	Giese & Son, August.	92
Alexander, A.	105	Commonwealth Chem. Corp.	101	Givaudan & Co., L.	3
Allen & Sons, Ltd., Stafford	66	Consolidated Fruit Jar Co.	127	Glass Products Co.	118
Allondon, Les Usines de	65	Cook Co., The H. C.	127	Globe Collapsible Tube Corp.	107
Insert between 64 and 65		Cosin Co.	49	Goertz & Co., Inc., Aug.	25
Alsop Engineering Co.	135	Coty, Inc.	46 and 47	Groléa and Sordes.	33
Alva Mfg. Co.	48				
Ameicoisema American Trading Co.	120	Davies Young Soap Co.	129	H. K. H. Silk Co.	124
American Can Co., Front Cover and	9	Day Co., J. H.	102	Hammil & Gillespie.	105
American Distilling Co.	53	DeJonge & Co., Louis.	90	Harrall Soap Co.	130
American Perfumery Co.	129	De Laire, Fabriques.	83	Heine & Co., Insert between 24 and	23
Amole Soap Co.	125	Delphi Products, Inc.	14 and 15	Heiter, H. L.	22
Arabol Mfg. Co.	93	De Luxe Art Metal Corp.	77	Henderson Lithographing Co.,	
Armstrong Cork Co.	90	Dennison Mfg. Co.	130	Insert between 120 and	121
Atlantic Mfg. Co.	62	Descollonges Freres.	26	Hopkins & Co., J. L.	133
Barrett & Co., M. L.	20	Dhumez et Cie, Pierre.	73	Horn, John.	122
Baxter Paper Box Co.	121	Diller, Geo. K.	96	Houchin-Aiken Co.	91
Belgian Trading Co., Inc.	50, 51 and 52	Dragon Paper Box Mfg. Co., Inc.	107	Huges Aine.	66 and Inside Back Cover
Berg, Ind. Alc. Co., David.	8	Dreyer, P. R.	18 and 19	Illinois Glass Co.	65
Bermond, Auguste, Insert between 40 and 41		Drury, A. C. & Co.	23	Imperial Metal Mfg. Co.	62
Bertrand Freres	19	Dupont, Justin, Inc.	31	Industrial Aromatic Co.	123
Boake, A., Roberts & Co., Ltd.	85	Duval Compagnie	72	International Exposition Co.	92
Bond Mfg. Co.	21			International Filler Corp.	94
Brass Goods Mfg. Co.	114	Eagle Badge & Novelty Co.	134	Innis, Spieden & Co.	35
Bridgeport Metal Goods Mfg. Co.	24	Eavenson & Son, Inc., J.	135	Ising Corp., C. E.	37
Bristol Industries, Inc.	129	Economic Machinery Co.	89	Jardine Litho Co., The.	119
Bromund, E. A.	34	Eddy, H. W., "The Bond Man".	68	Kiefer Machine Co., Karl.	87
Brown Co., Inc., O. A.	38 and 39	Espiem Co.	119	Kimble Glass Co.	122
Bruno Court Societe Anonyme.		Essential Oil Company.	50	Klar, Adolf.	54 and 55
Insert between 16 and 17		Euziere & Co., H. Insert between 80 and	81	Klik-Tite Cap & Container Co.	103
Buedingen Co., Ferdinand.	93	Evergreen Chem. Co.	108	Knickerbocker Case Co.	121
Buedingen, Wm., & Son.	26	Exclusive Metal Products Corp.	80	Kniranich Chemical Co.	99
Burt Co., Ltd., F. N.		Federal Products Co.	60	Krause, Richard M.	125
Insert between 112 and 113		Floralsynt Laboratories, Inc.	117	Lanning, E. M. Co., Insert between 80 and	81
Bush & Co., Inc., W. J.	1	Fox & Clarke Co., Inc.	73	Lautier Fils.	23
Callahan & Co., E. J.	132	Foxon Co.	69	Le Marcelino Co.	98
Capes-Viscose Incorporated.		Franks Chemical Products Co.	108	Lemoine, Inc., Pierre.	33
Insert between 88 and 89		French, Inc., Benj.	26	Leonhard Wax Co., Theodor.	118
Carr-Lowrey Glass Co.	16	French Cosmetic Mfg. Co.	44 and 45	Levyt, Maurice.	76
Cavallier Freres	33	Fries Bros.	102	Limbert & Co., J. N.	123
Chemical Works Flora	33	Fries & Bro., Alex.	132	LoCurto & Funk.	125
Chiris Co., Antoine.	10	Fries & Fries.	6	Loesser Mfg. Co.	58 and 59
Christoff, Christo—Insert between 16 and 17		Fritzsche Brothers, Inc.	4	Lorschelder-Schang Co.	117
Clifton Chemical Co.	122	Fritzsche & Co., Franz.	72		
Coignet Chemical Products Co., Inc.	111	Furlager Mfg. Co.	120		
Colton, Arthur, Co.	113				



Battery of Pfaudler Tanks used in the process of manufacture of tooth paste. The Kolynos Co., London, England

Mail the analysis coupon!

## The PFAUDLER CO.

The World's Largest Makers of Glass Lined Steel Equipment

ROCHESTER, N. Y.

New York City  
London, England

Chicago

San Francisco  
Sydney, Australia



## KOLYNOS AT LONDON

The Kolynos Company have a plant at London which is the equal of anything in America for the handling of tooth paste. They use six large tanks which hold glycerine and alcohol in the process of making their tooth paste.

Our leading makers of tooth paste, perfumes, essential oils, shaving cream, etc., use Pfaudler equipment for many of their plant operations. You will find Pfaudler equipment ready to meet the requirements of your product.

### THE PFAUDLER CO., Rochester, N. Y.

Gentlemen: ..... 1923

We manufacture .....  
Would be interested in learning whether your equipment has been used in our field. Send literature and available data.

Chemical nature of product handled is.....

Name .....

Address .....

A. P. 1-23

# NOW it is NARCISSUS

A substantial proportion of your toilet preparations for the coming season should be perfumed with Narcissus.

The better class stores everywhere have found this delightful aroma a remarkably good seller. This forecasts a big popular demand.

We have prepared a Narcissus for your needs.

Check over this list and let us send you samples.

### Alex-Narcisse Jonquille Jaune

**\$45.00 lb.**

An exquisite perfume oil, slightly pungent. Ideal for creating the heavy redolence of the flower.

### Alex-Narcisse Blanche Poetique

**\$40.00 lb.**

A penetrating aroma surpassing in fragrance the imported Narcissus now so popular.

### Alex-Narcisse Oriental

**\$16.00 lb.**

Combines unusual strength and decided character with reasonable price. Fine for all toilet preparations.

### Alex-Narcisse No. 1

**\$12.00 lb.**

A general purpose perfume for toilet waters, powders and other toilet preparations where price must be considered.

### Alex-Narcissus for Soap

**\$9.00 lb.**

Pleasant — Powerful — Inexpensive. Special discounts on large contracts.

## ALEX. FRIES & BRO.

312-314-316 E. 2nd St.

Cincinnati, Ohio

Established 70 Years

**A.D. Smack Co.**  
80 John Street  
New York

**All grades of  
VANILLA BEANS**

**GUMS**  
*Arabic Tragacanth  
Crude Powdered*  
**POWDERED KARAYA GUM**



## PETITES

Aluminum Case

$\frac{1}{8}$  oz. Size Only

$\frac{1}{8}$ ,  $\frac{1}{4}$ , and  $\frac{1}{2}$  oz.  
Capacity



Ground  
Elongated  
Glass  
Stoppers



Uniformity.

Quality  
Superior to  
Europe's  
best.

*Man'd by*  
**E. J. CALLAHAN & CO.**  
16 W. BARRE ST., BALTIMORE, MD.

TRADE **HENASOAP** MARK

REG. U. S. P. OFF.

**EGYPTIAN HENNA SHAMPOO**

**HENASOAP SHAMPOO** is a combination of the active coloring principles of Hopkins Egyptian Henna with Hopkins Neutral White Soap—delicately perfumed.

**HENASOAP SHAMPOO** gives a rich, creamy lather, cleanses the scalp—gives a glint to the hair and makes satisfied customers

**HENASOAP SHAMPOO** is sold to manufacturers only

Send for Sample and Quotation

**J. L. HOPKINS & CO.**

IMPORTING DRUG MERCHANTS

NEW YORK CITY

100 WILLIAM STREET

**INDEX TO ADVERTISEMENTS—Continued**

Lueders & Co., George.....	2 and	3	Pilar Freres .....	38	Sopros, Societe des Produits de Synthese, Insert between 80 and	81	
Lyon & Co., Inc., J. W. ....			Plumly, Eugene K. ....	99	Sonneborn Sons, Inc., L. ....	136	
Insert between 40 and 41			Plymouth Organic Laboratories.....	106	Sparhawk, Chas. V. ....	40	
McKenna Brass Mfg. Co. ....	111		Polak & Schwarz. .... Insert between 40 and 41	41	Standard Oil Co. ....	130	
Majestic Metal Specialties.....	103		Polak's Frutal Works.....	116	Standard Specialty & Tube Co. ....	122	
Marey & Cie. ....	43		Proctor & Schwartz, Inc. ....	126	Stanley Mfg. Co., Insert between 72 and 73	73	
Mathieson Alkali Works, Inc. ....	101		Quality Label Co. ....	123	Stokes Machine Co., F. J. ....	119	
Matthias & Freeman Paper Co. ....	125		Randolph Paper Box Co. ....	100	Stummer, Jos. L. ....	27	
Mero & Boyeau, J. ....	15		Read Machinery Company.....	86	Swindell Bros. ....	27	
Merveille Puff & Cosmetic Co., Inc. ....	115		Reusche, L., & Co. ....	129	Synfleur Scientific Laboratories, Insert between 8 and 9	9	
Metal Package Corp. ....	7		Rhode Island Vanity Case Co., Inc. ....	95	Taylor Instrument Companies.....	127	
Millville Bottle Works.....	36		Rhodis Chemical Co. ....	17	Thurston & Braidich.....	118	
Mohan & Co. ....	98		Ritchie, W. C., & Co. ....	135	Tombarel Freres .....	56	
Monarch Nusbaum Paper Box Co., Inc. ....	115		Riviera Products Co. ....	129	Todd Co., A. M. ....	101	
Monsanto Chemical Works.....	133		Robertet & Co., P. ....	122	Trece Labys .....	28	
Morana Incorporated.....			Insert between 16 and 17		Twitchell Process Co. ....	121	
Morel & Co. ....	23		Rodgers, Geo. G. ....	112			
Morgan & Co., Clarence.....	120		Rognetta, Salv. di Deo, Insert between 16 and 17		Ungerer & Co. ....	Inside Front and Back Covers and	
Mülethaler S. A., Th. ....			Rodgers, Geo. G. ....	112	66		
Insert between 56 and 57			Rose Beauty Products Corp., L. R. ....	81	United Laboratories .....	109	
Naarden Chemical Works, Ltd. ....	18		Rossville Co., The, Insert between 48 and 49	49	U. S. Ind. Alc Co. ....	106	
Nadel Desparmet & Cie. ....	51		Roure-Bertrand Fils, Inc. ....	30	U. S. Ind. Chem. Co. ....	109	
Naef & Co., M. .... Inside Front Cover and	66		Rowell Co., E. N. .... Insert between 96 and 97	97			
National Seal Co. ....	97		Royal Mirror Works.....	96			
Natural Products Co. ....	29		Rub-no-More Co. ....	127	Valmont Mfg. Co. ....	113	
Neumann, Bushee & Wolfe, Inc. ....	78		Ryland, H. C. ....	104	Van Ameringen, A. L. ....	42 and 43	
Newmann, Robert.....	125		Sabrane, Fabrique de la.....	2	Van Dyk & Co. ....	79	
New England Collapsible Tube Co. ....	41		Salikof & Belle Hovey Lab. ....	82	Van Dyk, L. A. ....	124	
Northwestern Chemical Co. ....	110		Schmid, Julius, Inc. ....	75	Vanity Fair Expositions .....	67	
Orbis Products Trading Co. ....			Schmitt & Co., Geo. ....	57	Verley, Albert .....	14 and 15	
Insert between 56 and 57			Schmoller & Bompard .....	22	Victor Metal Prod. Corp. ....	110	
Oxayn Company .....	118		Scientific Specialties Co. ....	71	Vietor & Hosken .....	37	
Pallas Mfg. Co. .... Insert between 104 and 105			Scovill Manufacturing Co. ....	112	Webb & Son, James A. ....	130	
Pappazoglou & Co., Botu. .... Inside Front Cover			Sherwood Petroleum Co., Inc. ....	95	Wappo Manufacturing Co. ....	88	
Parente Company .....	114		Shipkoff & Co. ....	100	Western Cartridge Co. ....	74	
Parsons, M. W. ....	106		Shriver & Co., T. ....	120	Wheaton Co., T. C. ....	5	
Passaic Metal Ware Company.....	64		Sierra Tale Company, Insert between 32 and 33		Wheeling Stamping Co. ....	96	
Peerless Tube Co. ....	116		Smack Co., A. D. ....	132	White Metal Mfg. Co. ....	12	
Pennsylvania Oil Co. ....	127		Societe Italo-Française .....	84	Whiting-Patterson Co., Inc. ....	78	
Pennsylvania Soap Co. ....	134		Societe Chimique des Usines du Rhone .....	17	Whittaker, Clark & Daniels, Inc. ....	128	
Perfumers & Jewelers Box Co. ....	104		Soc. Francaise de Prod. Arom. ....	111	Wiedmann Company, The Geo. ....	126	
Pfaltz & Bauer.....	134		Societe Linnerie .....	52	Wirz, Inc., A. H. ....	Outside Back Cover and	
Pfaudler Co. ....	131		Solar Laboratories, Inc. ....	105	11	Zagara, La. .... Insert between 40 and 41	

You can get better results with  
**COUMARIN-MONSAINTO**

*The Original American Coumarin*

Manufactured by

**Monsanto Chemical Works**  
St. Louis, U.S.A.

NEW YORK

CHICAGO



## PFALTZ & BAUER, Inc.

300 Pearl Street      New York City

Agents for

A. MASCHMEYER, JR.

Amsterdam

ROSE CENTIFOLIA—JASMIN WHITE "E." ETC.

E. DE HAËN A. G.

Hanover

Benzyl Acetate F. F. C.—Methylantranilate

E. SACHSSE & CO.

Leipzig

Oil Orris Liq. 10 Fold—Oil Dill Seed, Etc.

DR. F. RASCHIG

Ludwigshafen

Musk Ambrette 100%

WOLL WAESCHEREI & KÄEMMEREI

Hanover

"Golden Fleece" Lanoline.



Floor  
space  
124,280 sq. ft.  
Capacity  
3,200,000  
monthly

### Private Brand Toilet Soap

HIGH grade toilet soaps added to established lines of toilet preparations are a ready source of profit.

Sales of soap under private brands are easily made to your established trade. They have a good advertising value.

If high quality and good value are offered, the prestige of the whole line is enhanced.

This keeps the retailer's name continually before customers and helps to build up a demand for other items in his line.

We specialize in the manufacture of toilet soaps put out under private brands.

Our prices will interest you. Write for full information.

Makers of Private Brands since 1849

**PENNSYLVANIA SOAP CO.**

Lancaster, Pa.

New York City Office: 90 West Broadway

## MIRRORS

WE are the largest manufacturers of plain and bevelled mirrors for vanities. Samples in any shape or size and quotations furnished upon request.

**Deliveries guaranteed.**

**Capacity One Million per week.**

In view of the serious shortage and constant advance in the price of glass we advise placing your orders early.

### Eagle Badge & Novelty Co.

213-217 Grand St. New York, N. Y.

### WE SPECIALIZE IN PRIVATE BRANDS FOR MANUFACTURERS AND DEALERS

Cold Creams  
Vanishing Creams  
Lemon Cream  
Freckle and Bleach  
Cream  
Deoderant Cream  
Foundation Cream  
Cocoa Butter Cream  
Hair Tonics  
Face Powders  
Talcum Powders

Perfumes  
Toilet Waters  
Clay-Packs  
Tooth Paste  
Shaving Cream  
Hand and Face Lotions  
Shampoo  
Hair Luster  
Curling and Waving  
Fluid  
Non-Alcoholic Flavors  
Private Formulas

*We Have Every Convenience in the Way of Automatic Filling Machines and Can Furnish High Grade Goods with Prompt Service at Proper Prices. We Have Been Manufacturing Private Brands for Thirty Years and Have Always Guaranteed Our Products.*

### COMFORT MANUFACTURING CO.

*Manufacturing Perfumers.*

500 So. Throop Street  
(Monroe 2486)

Chicago, Ill.

*Your Inquiries Solicited*

## PRIVATE BRAND TOILET SOAPS



*Manufacturers of*  
Powdered-Chip-Liquid  
Cocoanut Oil Base-Shampoo  
Soaps

J. Eavenson & Sons, Inc., Camden, N.J.



Vaccu Filter No. 3 operated by Electric Vaccu-Pump

The great success of our No. 1 size Vaccu-Filters at \$8.00 each and the No. 2 size at \$15.00, has caused us to put on the market a larger filter with electric pump for \$150.00 complete, including hose, Vacuum gauge 110 V. motor, switch cord, plug, etc., except standard bottles. Cost of filter without Electric Pump for use with any Vacuum system \$75.00; Filter Papers cut to fit, \$4.00 per 100.

This outfit should filter 60 gallons per hour, is portable, has 300 sq. in. Filtering area, takes up very little space, easily cleaned, made of solid brass, nickel-plated, and operates on lamp circuit.

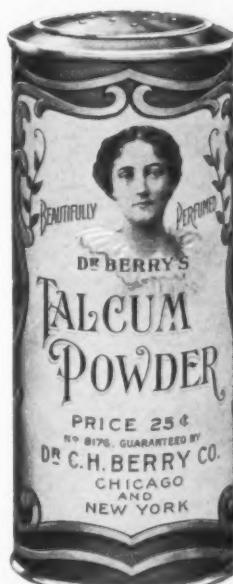
OVER 7,000 VACCU-FILTERS IN USE

Write for Catalogue

**Alsop Engineering Company**

157 Water St., Dept. K., New York

Size No. 1



3/4 Actual Size

## Paper BOXES for Toilet Preparations

**W. C. RITCHIE  
AND COMPANY**

CHICAGO  
Established 1866

**A M A L I E**

BRAND

**P-1 WHITE OIL**

(A COSMETIC OIL)

**MEDICINAL WHITE OILS****SNOW WHITE MINERAL JELLIES****PETROLATUMS***STOCKS CARRIED IN PRINCIPAL CITIES***L. SONNEBORN SONS, INC.****114 FIFTH AVENUE  
NEW YORK, N. Y.**

